

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LV.

NEW YORK, MAY 2, 1906.

No. 5.

ASSOCIATION OF AMERICAN ADVERTISERS

This Certificate that this Association has examined the circulation

of **The Woman's Magazine**

at **St. Louis, Mo.**

covering a period beginning with the first day of January, Nineteen hundred and five, and ending with the thirty-first day of December, Nineteen hundred and five, verifying the same from the press-room books of receipt and system of distribution, and finds that the average number of copies of each issue circulated during said period was one million five hundred and forty-five thousand nine hundred and five (1,545,905) each month.

according to the definition of circulation adopted by this Association.

Chas. F. Chung

PRESIDENT

Port M. Moore

SECRETARY

This Certificate is valid only in its entirety

Dated, New York, March 15, 1906.



The Advertiser, or the Agent,

who is going to prepare lists and estimates will find ROWELL'S AMERICAN NEWSPAPER DIRECTORY for 1906, a mighty handy, practical and economical assistant. ¶ Over 23,000 newspapers, magazines and periodicals painstakingly revised to date. ¶ If you estimate with Rowell's Directory, you estimate on the safe side. ¶ Send in your order *now*. ¶ Every advertising agent — every advertiser who spends as much as five hundred dollars a year in general advertising — every maker of material and supplies used in a publisher's office — and every firm who has occasional use for a partial or a complete list of newspapers, class papers and magazines published in the United States or Canada — ought to buy a copy of this Directory.

Ready May 21, 1906

Cloth and gold; over 1,500 pages. \$10 net cash
sent carriage paid upon receipt of price.

THE PRINTERS' INK PUBLISHING CO., *Publishers,*
10 Spruce Street, New York City.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 20, 1893.

VOL. LV.

NEW YORK, MAY 2, 1906.

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THE RELIGIOUS PRESS.

MR. WILLIAM H. BEERS WHO HAS MADE A CAREFUL STUDY OF RELIGIOUS PAPERS TELLS WHAT HE KNOWS ABOUT THEM.

Several weeks ago PRINTERS' INK reprinted from the columns of *Zion's Herald*, a religious paper, a statement said to have been made by the Rev. H. A. Bridgman, editor of the *Congregationalist*, in which that gentleman expressed the opinion that the religious press was (in vulgar phrase) going to the demitition how-
wows. PRINTERS' INK has been informed that its action in bringing to the attention of advertisers this pessimistic view of the present condition of religious journalism, has caused "quite a buzz in the religious field," and though the Little Schoolmaster cannot find in his heart any reason to regret the publication of the paragraphs which have caused such a happy result (for buzzing is a sign of life and often a prelude to great activity), nevertheless it seems only fair to give a hearing to the other side, and with this object in view a reporter was sent to interview Mr. William H. Beers, of 23 Union Square, New York City, an advertising agent who makes a specialty of religious papers. The reporter's account of his interview with Mr. Beers follows:

HE THAT PERVERTETH THE JUDGMENT OF THE STRANGER.

I found that Mr. Beers had read the remarks attributed to the Rev. H. A. Bridgman and that his own view of the present condition of the religious press was radically different. Mr. Beers said: "To those who are familiar with the reasons which cause Mr. Bridgman to entertain the gloomy view of religious journalism to which PRINTERS' INK gave publicity his opinion will have no very great weight; but there is danger that the general advertiser may be misled by Mr. Bridgman's remarks into believing that the usefulness of the religious press as a factor in the advertising world is a thing of the past. Such is not the case. In the religious field, as in other branches of journalism, there are live pa-

pers and dead ones—papers with big circulations and papers that print only a few hundred copies of each issue. Doubtless some of the unsuccessful papers may agree with the views expressed by Mr. Bridgman, but you will hear no complaints in the offices of such prosperous religious journals as the *Churchman*, the *Living Church*, the *Christian Advocate*, the *Interior* and a score of other successful publications I could name, nor will you, I am sure, find in the business office of the *Congregationalist*, itself, anyone who shares the pessimistic view entertained by the editor of that paper."

TO EVERY MAN ACCORDING TO HIS WORK.

Questioned concerning Mr. Bridgman's suggestion that religious papers ought to be endowed Mr. Beers said: "Humbly! Why not go a step further and suggest that the office of the paper be equipped with hammocks instead of desks and chairs. If a paper can't win out on its merits it had better go out of business. Why should church people be called upon to keep alive any paper that confesses by its call for aid that there is no longer any need of it in the religious field? The successful and influential papers—the papers that are doing the real work of the Church (and incidentally the ones that give the best returns to advertisers) are the ones whose hands ought to be upheld; but these are the papers that ask no favors of anyone. Their subscribers and advertisers come to them because they render

a fair return for value received. They are run on business principles and succeed, but they deserve success. There is keen competition among them, just as there is among secular papers, but competition instead of hurting really helps them by stimulating their publishers to greater efforts. These papers require no help, but if you want to hurt them the surest way to do it is to endow a paper that has neither the energy nor the ability to take care of itself, and thus, by giving it an unfair advantage, enable it to undermine the papers that depend on their own unaided efforts—undermine them by cutting the subscription and advertising rates to a point that no unendowed paper could meet and live."

Mr. Beers is of the opinion that the religious paper that plays what in worldly parlance is known as "the baby act" has already outlived its usefulness. If the publisher of some of the complaining papers could be endowed with a little business ability he thought they might get along without any pecuniary aid.

MANY ARE CALLED BUT FEW ARE CHOSEN.

Out of the more than 1,000 religious papers listed in Rowell's American Newspaper Directory, Mr. Beers said that less than one hundred deserved the serious consideration of the general advertiser. In the vast majority of cases the circulations of these papers are confined to a small field, and their rates for advertising are out of all proportion to the value of the service rendered. His advice to the general advertiser was invariably, he said, to waste no money on the small fry but to concentrate in the best religious papers—the papers of national circulation.

"How do the circulations and advertising rates of the religious papers compare with those of secular publications?" I inquired.

"Omitting the small fry as I have suggested," was the reply, "I

think that the circulations and rates of religious publications of national circulation will compare very favorably with those of secular weeklies and magazines. It must be borne in mind, too, that the quality of circulation of the leading religious papers is very high. By a judicious selection of religious mediums it is possible to reach a very large number of intelligent and well-to-do people at a very reasonable cost. Space in leading denominational papers, circulating from twenty to thirty thousand copies of each issue, can be had from 20 to 25 cents a line, while in some of the undenominational publications, which as a rule enjoy much larger circulations, though perhaps at some sacrifice of quality, space can be bought for less than half a cent per line per thousand of circulation. In almost every case the advertiser can count on some cooperation on the part of the publisher which will materially increase returns. Little reading notices for which many secular papers charge a high premium above the regular rate are usually given with much freedom by the religious papers.

BY THEIR FRUITS YE SHALL KNOW THEM.

"Perhaps the best evidence of the value of the religious press to the general advertiser is the fact that among the largest users of space in religious publications are many advertisers of national reputation, such as Walter Baker & Co., the National Biscuit Company, Meriden Britannia Co., the manufacturers of various breakfast foods, Pyle's Pearline, Sapolio and the Washburn-Crosby Company, which not very long ago spent \$10,000 in the Methodist papers alone. The steady use of religious papers by manufacturers of high grade pianos, by insurance companies, banks and trust companies testifies to the fact that these publications are read by people of means. The foundation of the Equitable Life Assurance

(Continued on page 6.)



REG. U. S. PAT. OFF.

FOUNDED A. D. 1728

Psychology is not a simple word—or a simple study. But its facts are real facts and its truths are important, and that advertiser does well who takes it into account.

Every salesman knows that in effecting a sale, the state of mind of his customer is a vital factor, and before launching his proposition he tries to get his customer into a favorable state of mind. This is psychology—whether he knows it or not.

The reading matter of a publication is important in determining the state of mind with which the reader shall approach the advertisements. If he has been reading a gloomy article on death and the devil, or a lot of futile twaddle, his state of mind is not opportune for the advertiser.

Our claim for the SATURDAY EVENING POST is that it does pre-eminently give the advertiser a favorable hearing with its readers. It helps the reader to say "This is a good world to live in." This is the best moment for the advertiser to say "It is a better world if you have my goods."

THE CURTIS PUBLISHING COMPANY
PHILADELPHIA

NEW YORK

CHICAGO

BOSTON

BUFFALO

Company was laid through advertising in the religious press. Nearly all the leading publishers of the country use the religious papers freely, notably the publishers of the *Youth's Companion* (the largest user of space in religious publications at the present time) and the *Ladies' Home Journal*, which in one of its great circulation campaigns used a full page in a large number of religious papers for thirteen consecutive weeks. One thing that appeals strongly to the general advertiser is the fact that the religious field can be very fully covered by using a comparatively small list of papers. In the case of some denominations only one publication need be used. The Dutch Reform Church, for instance, has but one representative paper—the *Christian Intelligencer*, of New York; and the Universalist Church has but one—the *Universalist Leader*, of Boston. In the case of some of the other denominations two papers of nearly equal merit divide the field and occasionally it is necessary to use three or four papers in order to cover the field thoroughly."

THE SALT OF THE EARTH.

Asked to suggest a list of the best religious papers for a general advertiser to use, if he would use not more than twenty, Mr. Beers said: "Without knowing the nature of the article or business to be advertised it would be difficult to do intelligently what you ask. I might, for instance, give you a list of twenty papers that would be excellent mediums in which to advertise a cheap article of universal consumption, but which would not be the best papers to use if one wished to advertise an expensive article or one appealing to a limited class of people. An advertiser, for instance, might wish to reach Presbyterians only, in which case many excellent papers of other denominations would have to be omitted. I could give you a list of twenty papers covering the principal denominations

which, in most cases, would be the best mediums for the general advertiser to use, but by limiting me to that number you would oblige me to pass over many really good religious publications that no one who wished to cover the religious field thoroughly could afford to omit."

"Well, in order that you may not be blamed for omitting any paper deserving of mention," said I, "let me remodel my request. Give me the name of the two leading papers in each of the denominations I mention."

"All right; go ahead."

"Episcopal?"

"The *Churchman*, of New York, and the *Living Church*, of Chicago."

"Baptist?"

"The *Examiner*, of New York, and the *Standard*, of Chicago."

"Methodist?"

"The *Christian Advocate*, of New York, and the *Western Christian Advocate*, of Chicago."

"Presbyterian?"

"The *Observer*, of New York; the *Interior*, of Chicago, and the *Westminster*, of Philadelphia."

"That's one too many."

"I know it but I can't help it. A year ago I would have said the *Observer* and the *Interior*, but Dr. Holmes is making such a corking good paper of the *Westminster* that it simply can't be passed over."

"All right. Congregational?"

"The *Congregationalist*, of Boston, and the *Advance*, of Chicago."

"Is the religious field divided between the East and West? I notice that whenever you mention an Eastern paper you follow it with one published in the West."

"That is because it is difficult to cover the field with two papers of the same religious denomination published in the same locality. As a usual thing there is one paper of each denomination that predominates in the East and one that predominates in the West. There are exceptions to this rule, however, as in the case of the

Roman Catholic papers, where the two of largest circulation—the *Catholic News* and *Benziger's Magazine*—are both published in New York City. The Lutheran papers afford another exception, the two leading papers of this denomination—the *Lutheran* and the *Lutheran Observer* being both published in Philadelphia.”

“What are the two undenominational papers of largest circulation?”

“The *Christian Herald*, of New York, and the *Ram's Horn*, of Chicago. Both possess big circulations and are excellent mail-order mediums.”

“Can you recall any other undenominational papers of national circulation?”

“Yes, the *Christian Endeavor World*, of Boston, the official organ of the Christian Endeavor societies; the *Epworth Herald*, of Chicago, representing the Epworth League, and the *Sunday School Times*, of Philadelphia. The *Sunday School Times* may be described as a “short cut” for reaching people actively interested in Sunday school work, such as teachers and superintendents. There are short cuts for reaching clergymen also. For instance, the *Homiletic Review*, of New York, is not intended for lay readers but for clergymen, for whose benefit it prints homiletics or sermons in outline. In the same class is the *Expositor*, of Cleveland, Ohio. For reaching the Roman Catholic clergy there is the *Messenger* of New York, and for the advertiser whose appeal is directed to the female religious orders of the same church there is the *Ave Maria*, of Indianapolis.”

“That makes twenty-four papers you have named. Suppose you give me just one more.”

“Well, put down the *Church Economist*, of New York, which might be called the “trade paper” of the church, being devoted to church management, church architecture, church economy—in short the business side of church work as distinguished from the moral

side. Perhaps it would do no harm to add, that it is the only one of the publications I have named in which I have any personal interest.”

CHAS. L. BENJAMIN.

THE Mahin Advertising Company, of Chicago, asserts that their business for January, February and March, 1906, was in excess of their total business for the first six months of last year.

Taking into consideration the number of copies sold, the character of the circulation and the price charged for advertising, THE CHICAGO RECORD - HERALD is the best advertising medium in the United States. It is the only morning paper in Chicago that tells its circulation every day.

The German Weekly
of National Circulation

Lincoln Freie Presse

LINCOLN, NEB.

Circulation 149,281. Rate 35c.

FOR 13 TWO-CENT STAMPS

We will mail you a TRIAL SAMPLE (full length) of our best quality typewriter ribbon—The “Ribbotype.” Only one shipped to a customer at this special price; all subsequent orders to be at our regular rates. CLARK & ZUGALLA, Typewriter and Office Supplies, 100 Gold St., New York. State machine and color.

FINE POINTS IN A CATALOGUE.

A new edition of the catalogue of the Buck's Stove and Range Company, St. Louis, looks superficially to be just another stove catalogue—beautifully printed, filled with magnificently manipulated half-tones of stoves, yet only a big book of a hundred-and-umpteen pages that goes to retailers and is stowed away with the catalogues of competitors. A second glance, however, shows some exceedingly fine points that will perhaps interest every other manufacturer when catalogue time comes round.

For one thing, this has been made a book that will help the retailer sell Buck's stoves. He can not only show it to customers, but it furnishes a wide variety of talking points for each series of stoves the company makes. Preceding the steel range series, for example, is a list of 42 distinctive features found in this company's goods, all numbered and succinctly stated. Twelve of them, selected at random, are given here to indicate the nature of this information:

Silver nickel finish, and an abundance of it.

Nickel placed where it will not tarnish.

Body made of one solid piece of polished blue steel.

No sheet iron used in construction—all best grade of cold rolled steel.

Fewest possible number of joints.

All joints fitted air-tight.

All oven doors and oven racks are white enamelled (white enamel is the flag which distinguishes Buck's stoves and ranges).

Oven thoroughly ventilated with highly heated air.

Flues are lined with extra heavy asbestos board.

Can be instantly changed for the use of either wood or coal.

Ash guards placed so that all ashes fall into pan.

All parts so accurately fitted that no ashes can leak out.

A retailer or clerk who really liked to sell good stoves would not consider it too much work to memorize these points, and perhaps that is why they were made

brief and numbered. There are 34 points to base burners, 23 to hot blast stoves, 33 to the cast wood cook stove series, 34 to cast coal cook stoves, 39 to the steel cooking ranges, 35 to the cast ranges, and 21 to camp ranges. Total, 261—but not a tough job of memorizing when gone over on the stoves themselves. Another point deals with details of ordering, not for the dealer alone, but also for the customer's convenience. A typical stove in each series is photographed dismantled, then each part, little or big, is numbered, and opposite the technical name by which to order any part. Result—a customer can look at the picture and point out the new part he needs. The catalogue has a conventional index, alphabetically arranged, so that any stove or part in the 184 pages can be turned up instantly—and on the same line of the index is that stove's telegraphic code word.

This is the company's 104th catalogue, and in the center is bound a section on tinted paper devoted to the Buck's advertising department, said to be the largest advertising department connected with any manufacturing concern of any kind in the world. It works in co-operation with retailers to help them sell Buck's goods, and has a definite system for the company's own line, worked out by long experience. Electrotypes and matrices are furnished, and advertising literature, but the service goes much further. Individual newspaper ads are prepared for dealers, not only for stoves, but for their other lines of goods. Individual booklets, folders, etc., are also prepared, and plans for contests and store attractions. Glenwood S. Buck manages this department. It has a large copy and art staffs, and seems to be almost an advertising agency. Stress is laid on the fact that service, even to the smallest retailer, is individual—never "syndicate." The system followed was first devised to help large retailers advertise, and then adapted to the smaller ones, and then to the smallest.

THE FAMILY WASHING.

A BRANCH OF THE LAUNDRY BUSINESS THAT IS WELL WORTH ADVERTISING—SOME OF THE POINTS USED THAT MAKE GOOD COPY.

During the earlier years of the steam laundry industry the entire attention of those engaged in the business was given to the laundering of men's linen. For some time no efforts were made to obtain other work than this, but as the possibilities of the business began to be realized, and with the invention of improved machinery and methods, making the handling of the work easier and faster, other classes of work began to be added, until at the present time a modern laundry can handle anything washable from a lace handkerchief to a circus tent.

The doing of the "family washing" was work which the laundries did not care about taking up for some years, it being considered impossible to do it at any profit at a charge that could be paid by the average housewife. At first the laundries began to do family work simply to fill in the time which the different parts of the plant, and especially the washing department, were forced to be idle when handling bundle work alone. Being regarded as a necessary evil, the work was not always given the attention that it should have been, and work whose influence even yet exercises a bad effect was sometimes sent out.

As the processes used were simplified and improved, and as the need of such work to keep the entire plant busy during the week began to be more and more realized, the work turned out began to be improved in quality and the laundrymen began to make an effort to obtain it.

At the present time there are in nearly every city, laundries who handle family washings exclusively, and nearly every custom laundry handles more or less of this work.

The change to the "pound price"

system in place of the "piece" or "lot price" systems which has been made in nearly every city, also helped the business, as it put an end to the bickering that was so common before, between the laundry and its patrons over the price charged and the size of the washing.

At the present, and for some little time past, considerable advertising has been used by the laundries to push this class of work. Having a proposition that will interest every housewife, and

Make it Easy For Your Wife.

Make the burden of washday an easier one for your wife. Rid her of its hard, back breaking toil. Save all the extra expense for fire, starch, soap etc. Cut out all the mess and bother usually connected with Monday.

How? By giving the family washing to us to do—we will wash, starch and dry it, iron it too if you wish—and do it all for so reasonable a charge that you can't afford to do the work at home.

KANE STEAM LAUNDRY CO.,

O. G. KELTS, Mgr.

Both Phones. 115-117 Holgate Court.

one that has to be settled anew every week, it is not surprising to learn that a large amount of this advertising has proven very profitable to the laundries.

In regard to material for the copy of the ads upon this class of business the laundrymen are very fortunate. "Reasons why" the laundry should do the family washing will occur to almost every one. Of course the principal arguments used are the ones about the hard work of wash-day and the load that the laundry lifts from the housewife's shoulders—but these are only two of a long

line of equally effective and interesting points.

Wash-day always has been regarded as a day to be dreaded and to be avoided when possible, and the skillful use of advertisements setting forth the multitudinous trials and troubles of "Blue Mon-

smoke and dust is used in the advertising with good effect.

Besides these points are unlimited opportunities and material from which to originate ads upon

Servant Skipped,

wife tired, children cross and no dinner ready? Well, it's wash day, what can you expect? Why don't you send your washing to us and get rid of blue Monday?

We will do it carefully and the price is moderate, 60 pieces for 50 cents, rough dry.

THE TROY LAUNDRY.
M. A. Hyde, Mgr., 84 Talcott St.
Phone 722... Leave bundles at the Central Drug Store

points so new, and yet of such vital importance and interest as to make them strike home to every person who reads them. The ads illustrated titled "Servant Skip-

FROZEN

clothes are not the most pleasant things to handle, and how hard it must be to pry them off the line this cold weather when you go to take them in. Through the cold weather, at least, our special price for the hard part of the family wash should interest you. Ask us about it. We solicit a package for a trial. Morton Bros., Launderers and Cleaners.

ped" and "Frozen" illustrate the idea of the writer on this point better than words can.

There is such an opportunity open to laundrymen to build up this branch of their business by

Housekeepers

Do you have "blue" Monday at your home?

We have an antidote.

Send your family washing to us and have it done by the pound. Table and bed linen ironed ready for use.

Wearing apparel washed and starched ready to iron

Model Family Laundry,
507 Sixteenth Street.

day" have had a noticeable effect in every locality where they have been used.

For another point the laundries have brought out the fact that home washed clothes are not clean, are not given sanitary treatment, and that they seldom look as white and nice as they should, owing to the fact that thorough rinsing is almost impossible at home for lack of time, facilities and water.

To wash at home also means the keeping of a heavy fire all day, means an extra heavy expense for water in many cases, requires a supply of soap, starch, bluing, etc., all of which, not counting the time consumed by the person doing the work, often equal, if not exceed, the cost of having the same work done at the laundry.

In the larger cities the inconvenience, and limited facilities for drying the clothes, together with the fact that they are sure to be specked and streaked by the

advertising that newspaper advertising solicitors should experience no difficulty in securing such business in their localities, and in making it profitable for both themselves and the advertiser.

W. R. HYDE.

NEWSPAPERS VS. MAGAZINES.

PITTSBURG, Pa., April 24, 1906.

Editor of PRINTERS' INK:

Magazine advertising in addition to newspaper advertising sometimes makes a winning combination. But I believe the man who invests his entire advertising appropriation in the magazines has squandered a great deal of money without securing half enough public to insure the success of his campaign. The mistaken notion adopted by magazine advertisers, through the misrepresentation of certain magazine advertising agents, that magazine publicity answers all the requirements of individuals, firms and corporations seeking general circulation, has the effect of discouraging many who at great cost have accepted this enticing advice. A magazine with a large circulation, which appears once a month, is a fine advertising medium in which to confirm the convictions of readers who have formed opinions based upon newspaper advertising. But the man who appears in the same magazine once a month and has not been heard from the other 29 days will soon be forgotten. Every advertising man who knows that to feel the public pulse or to reach the heart of the public, it must be through the medium of the daily press.

How many millions of dollars are uselessly squandered each year in magazine advertising can best be estimated by the misled retailer or wholesaler who has discriminated against the newspapers merely to substantiate a theory that magazine advertising is sufficient unto itself. He will get returns of course. But will those returns compare with the cost of advertising? How will the result compare with a newspaper campaign? Suppose he picked one high class newspaper with a great home circulation in each of the great cities in the country all insuring an aggregate circulation equal to the advertised circulation of the magazines? In close proximity to Pittsburgh there are about 1,000,000 inhabitants. If you take in the Pittsburgh district proper, which embraces Western Pennsylvania, Eastern Ohio and West Virginia, the population would exceed 3,200,000. The newspapers of Pittsburgh—particularly the *Dispatch*—covers this entire territory. My contention is that the individual, firm or corporation, doing business in this thickly-populated district, which resorts to the magazines for publicity and ignores the daily press, pays possibly four or five times for the publicity, which could be gained through newspaper advertising. A judicious advertising campaign in the daily newspapers would directly reach men and women who make it a part of their daily lives to

absorb the news and advertisements of the daily newspapers.

I do not feel that all magazine advertising is a detriment to the daily newspaper, but I do argue that it is an injury to every advertising medium when the magazine advertiser finally discovers the error of his ways. Very often, after they take their first plunge into the doubtful magazine proposition they come to the surface gasping for breath with a lighter pocketbook and a discouraging view as to the efficacy of an advertising campaign of any kind. The newspaper suffers from the first false step of this novice. Had he concentrated his efforts in the newspapers in his immediate surroundings—providing he is located in a populous district—it is my judgment that the returns would warrant a magazine campaign later on.

The beginner in the advertising field who makes the mistake of first entering the magazine, is like the small boy who dives into deep water and finds that he is powerless to swim to shore again. Had he advertising sense he would call for a life line (the daily newspaper) which would bring him back to the high rocks of prosperity.

It is always safe for new advertisers to feel their way. The ambition of the new firm with a new article should be to imprint that name and that article on the minds of every man and woman who could be reached. This could best be done through a general newspaper introduction. After becoming acquainted in this big broad field so that your name and supplies mean something to the public, an argument conveyed through a magazine would enable you to preserve the prestige the newspaper advertising made possible.

Very truly yours,

THE DISPATCH PUBLISHING CO.,
C. A. Rook, President-Editor.

ASKING THE IMPOSSIBLE.

A QUESTION BY AN AD SCHOOL GRADUATE.

718-728 Atlantic Avenue,

BROOKLYN, N. Y., April 20, 1906.

Editor of PRINTERS' INK:

Will the editor of PRINTERS' INK or any of its readers kindly give me some information.

I would like to know how much loss, if any, advertisers in newspapers have suffered by reason of the overshadowing news interest caused by the earthquake in California?

Yours truly,

VICTOR LEONARD.

A CORRECTION.

No. 7 West 22nd Street,

NEW YORK, April 25, 1906.

Editor of PRINTERS' INK:

Will you allow me to make one correction in the interview printed in PRINTERS' INK of April 25th? That correction relates to the cost of establishing a newspaper department in the Hampton Agency. The figures as you print them are \$125,000. They should be \$25,000.

Very truly yours,

BEN B. HAMPTON,

AN ABSOLUTE SECRET PROCESS.

Metropolitan Building,
One Madison Ave.,
NEW YORK, April 23, 1906.

Editor of PRINTERS' INK:

Advertisers now placing their contracts by the year in many cases desire a certified statement of the circulation of your paper, prepared by an independent authority.

In selling space you are entitled to the credit of the current month as the standard of your circulation, not the past dead time of six months or a year ago. Your circulation is what it is now, not what it was then.

Averages are misleading, in many cases unfair. Free circulation on some papers is worth more than paid on others. The nature of the publication, together with its life, should be always taken into consideration.

A twelve months' average to the advertiser should be computed from the month prior to the date of his contract.

You will more readily sell space having certified figures produced by unbiased accountants.

We are making a specialty of monthly audits and statements, and already some of the largest publishers have enlisted our services.

The nature of our business ensures absolute secrecy to your methods.

Yours very truly,
EMPIRE CITY AUDIT CO.,
Per Edmund Willcox,
Chief Consulting Accountant.

SOME HOPE FOR "PRINTERS' INK."

KANSAS CITY, Mo., April 16, 1906.

Editor of PRINTERS' INK:

I have at hand your favor of April 12th, regarding our paper, "The Gospel Message," and an advertisement of the same in the Roll of Honor, but you will kindly see that, as we are not on the market for advertisements, the matter to which our attention is called would not be of special interest to us.

I look through your publication, with interest. Occasionally I think you strike a man a little harder blow than is necessary, and yet after all there is so much of putty in the world, and a goody, goody public expression, especially in religious matters, that it is refreshing now and then to see a man whose backbone has not entirely turned into jelly, and who is willing to say publicly what he believes to be true.

In closing, may I express the hope that when you come to that lone river from whose banks no traveler ever returns, the Savior who died for sinners may meet you, and bear you safely over to the fair home of all those who have washed their robes and made them white in the blood of the Lamb.

Sincerely,

GEO. S. FISHER.

ONE CENT "PERSONAL" LETTERS.

In an effort to save half the postage on circular matter all sorts of schemes have been adopted. The latest thing in circulars is a one-cent letter addressed with pen and with the word "Personal" scrawled across the corner. It probably saves a few of them from the waste basket for a minute or so, anyway.—*Mertz's Magazine*.

AN EFFECTIVE BANK CAMPAIGN.

A notable instance of the stimulative effect of newspaper advertising upon the banking business was recently illustrated at Spokane, Wash. On November 9th, 1902, the bank in question had deposits amounting to \$1,253,162.98, while three years later to the day, this institution had increased its deposits to \$4,062,347.15. This increase resulted from the publication of a six to eight inch "ad" across two columns, three times a week for three years.—*Commercial Union*.

SEVERE PENALTY.

Case and Comment says that the only person who has ever adopted an adequate punishment for tax dodgers, is an ingenious tax collector of a thriving town in the State of Missouri, who advertised that "All persons are hereby notified to pay their dog tax by April 1st, otherwise they will be killed."

You must consider circulation always.
In Iowa

The Des Moines Capital

has the largest circulation, both city and country, of any Iowa newspaper. The city circulation is unusually strong, in fact the city of Des Moines belongs to the CAPITAL. The nearest competitor in the city has 45 per cent less city circulation. The CAPITAL's immense circulation has reacted of course on its advertising, and for a year and a half the CAPITAL has published more advertising in six issues a week, of all kinds, than any competitor in seven issues a week. The CAPITAL is absolutely necessary to cover Des Moines, and for any advertiser to make the most money it should be used exclusively. Outside of Des Moines there is no duplication among the Des Moines newspapers.

The advertising rate is 5 cents a line.

EASTERN OFFICES:

CHICAGO, NEW YORK,
87 Washington St. 166 World Building.
LAFAYETTE YOUNG, Publisher.

SHOP SHOTS.

By Frank Farrington.

No square peg was ever a success at filling a round hole. If you are a misfit, whittle off the corners, or find a square hole.

* * *

The merchant who knows how to get customers to come back has mastered the secret of successful shopkeeping.

* * *

You can't afford to be short with people who are just looking or with people who are proverbial lookers. Every looker is a buyer some day, even the proverbial one.

* * *

People like the store where it's all the same whether they take it or not. They will go there again. Don't let your clerks ruin your business by being too inconsistent.

* * *

The knightly qualities have a money value to-day. The successful merchant must be imbued with courtesy, courage, energy, determination and enthusiasm.

* * *

The man who wants to "take it easy as he goes along," can do so in full assurance of never being overburdened with a weight of this world's goods or responsibilities.

* * *

The standard of store service is constantly rising. The public know it. To be satisfied with your systems is to join the ranks of to-morrow's back numbers.

* * *

To "cater only to the best trade" is to narrow the list of your possible customers almost to the vanishing point. A few succeed so. The big business must succeed on the money of the masses.

* * *

The success of the man who "began at the bottom and worked up" is due to his knowledge of the whole business. If you are at the top of a business that you don't fully understand, study its lower

departments before you attempt to upset existing systems.

* * *

If you have easy competition, don't invite a live man to come by relaxing into slovenly methods. Plan just as if you knew that a big store was to be opened next door in a week or so.

* * *

Do you understand your public or are you trying blindly to supply the wants of people whose wants you do not know? Study the conditions and the tastes in your town and in your part of town.

* * *

In the rut is mediocrity, good enoughness, failure. Get out of the rut or you will never see the light of success shining upon the hilltops.

* * *

You meet a lot of people every day. You meet many of them under trying circumstances. Do you keep your head when the other fellow loses his? Or do you fly off at a tangent and make an enemy for yourself and for your store whenever opportunity offers?

* * *

You can't expect to make a success of running yourself on one set of rules and your clerks on another. To make men of others, you must be a man yourself.

* * *

There's a difference between sticking to a thing until you succeed and being so pig-headed that you will not admit that you are wrong and change before it's everlastingly too late.

* * *

Because you are succeeding in making some money with little or poor advertising, don't think that it's on account of your ancient methods. It's only in spite of them.

* * *

The government mint can make money without advertising and it's about the only business that can. PRINTERS' INK is the open sesame to greater wealth than Ali Baba every dreamed of.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.

READERS OF PRINTERS' INK WILL RECEIVE FREE OF CHARGE! CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

The trouble with this Cuba advertisement is that it looks like a piece of patch-work—as if it were formed of little chunks of several advertisements cut out and pasted together. This impression is strengthened by the fact that a “short and” appears in connection with the word “Cuba” at the top. “And What?” is the natural ques-

tration marked No. 2 represents a much more satisfactory result.

* * *

This little Barker Brand collar and cuff ad appears so persistent-



Beyond the Line Where Snow Lies

A tropical climate gives you “that luxurious feeling” which only comes with complete rest.

THE HAVANA LIMITED

A train de luxe, leaves Chicago **TUESDAY** Afternoons at 3. St. Louis 9.40 p.m.; arrives Mobile **DOCK** after dinner Saturdays, when you are transferred direct to the New Palatial Steamship “Prince George,” arriving Havana in time for breakfast Monday.

The equipment of the train and the accommodations on the boat are the best offered winter tourists.

ROUTE { Chicago & Alton Ry.
Mobile & Ohio R. R.
Munson Steamship Line

May we have an opportunity of elaborating on the advantages of a Cuban trip this winter?

Address **GEO. J. CHARLTON**
Gen'l Pass'g't, Chicago & Alton Ry
Chicago, Ill.

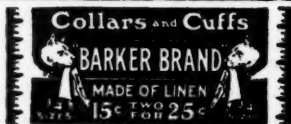
No.1

tion. It is not an easy matter to show scenery in a quarter page magazine advertisement or a space equally small and leave any room whatever for type, and the difficulty becomes greater when an attempt is made to introduce figures as well. This Cuba advertisement does not do these things very successfully and the illus-



No.2

ly that it must be that the Barker people are thoroughly satisfied with it. This advertisement occupies fourteen lines in various magazines and periodicals of a



high class. Assuming that it costs an average of \$1.50 per agate line in these magazines, each insertion costs \$21. Now, \$21 will

buy 210 ice cream sodas and hot weather is upon us. This advertisement is publicity pure and simple; it is not advertising in the true sense of the word for the reason that it offers absolutely no facts in favor of the Barker Brand goods as compared with other goods, and for the further reason that the copy is not attractive.

* * *

Here is an advertisement of the Detroit Auto-Marine Company which occupies a space $5\frac{1}{2} \times 4$ inches in the May *Success Magazine*. Now *Success Magazine* is a thing of beauty and its attractiveness extends into and through its advertising columns, consequently this particular advertisement was as much out of place as a cow in a parlor. The advertiser whose copy is going into cheap trade papers that are bound to

CONVERT YOUR ROWBOAT INTO A SPEED LAUNCH
DETROIT AUTO-MARINE MOTORS.
No. 7206

3 HORSE POWER  3 HORSE POWER

\$44.00 \$44.00

WE ARE SAVING YOU 10,000
AUTO-MARINE CONSUMABLES THIS YEAR
(DETROIT AUTO-MARINE CO.)  CONSUMABLES DETROIT

present a distressing appearance anyway, may be pardoned if, at times, he becomes a trifle careless, but there is no excuse for the advertiser who knows that his copy is to be placed among the most artistic surroundings. He should realize the fact that if he falls below par he must suffer for it. This advertisement is so far below par that it touched bottom. It makes a man feel that he would rather have his rowboat remain in an unregenerate state rather than have it "converted" by the Detroit Auto-Marine Company. By the way, one of the worst features of this advertisement is the hole cut in the bottom for the insertion of the key number.

* * *

There isn't much use in utilizing expensive magazine space for

the display of a fact which nobody will deny. That is what this Cross Company ad does. It is true that \$5,000 a year is a good income; lots of people would be satisfied with less; and although some people get more, all of us will agree that \$5,000 a year is

\$5,000 A YEAR IS A GOOD INCOME

But Thousands Make More Than \$5,000 a Year in the Real Estate Business

One of our Chicago graduates made \$20,000 last November. Another, in North Dakota, made over \$5,000 the first year after taking our course. Hundreds of others are successful and we will be pleased to send you their names. This proves you can make money in the REAL ESTATE BUSINESS.

We want to teach you by mail the best business on earth (REAL ESTATE, GENERAL BROKERAGE and INSURANCE) and help you to make a fortune.

By our system you can make money in a few weeks without interfering with your present occupation.

All graduates appointed special representatives of leading real estate companies. We furnish them lists of readily salable properties, co-operate with them, and assist them to a quick success.

The largest fortunes were made in Real Estate. There is no better opening today for ambitious men without capital than the Real Estate Business.

The opportunities in this business constantly increase as proven by a glance at the newspapers and magazines. Every business man engaged in or expecting to engage in the Real Estate Business should take this course of instruction. It will be of great assistance to persons in all lines of business, especially those dealing or investing in Real Estate.

Our FREE BOOK will tell you how you can make a success in this wonderful business. A postal card will bring it.

The Cross Co., 327 Tacoma Bldg., Chicago, Ill.

not to be sneezed at. Such being the case, why waste nice, clean white space with an ugly black announcement of a self-evident fact. All the good things haven't been done yet, but the supply of bad things must be nearly exhausted by this time.

AN UNPROFITABLE SWAP.

The editor of the *Interlaken*, N. Y., *Review*, finds he has given the Lehigh Valley railroad \$165.70 worth of advertising the past year and received in return about \$50 in transportation, the balance being forfeited with the year. This is probably true of nine out of ten papers the country over, and yet there are people who think newspaper men ride free on the railroads.—*Commercial Union*.

A CITY'S TRADEMARK.

The City of Tacoma, Washington, has adopted a new "locality" mark. It consists of a circle enclosing the words "Watch Tacoma Grow" in white lettering on a black background. Above the circle are the words and figures "Pop. 1900—37,000," and below the circle, "Pop. 1905—75,000." Every business house in Tacoma has been urged to place this mark on all its printed matter.—*Trade Mark Record*.

THE MAN WITH THE HAY RAKE.

When other fellows fume and fret
About the laws that we won't get;
While strikers strike and grafters graft,
When right is rendered fore and aft;
While other men swear, rave and rant
About what Congress will not grant;
While others wonder why on earth
Fate ever deigned to give them birth;
The patient tiller of the soil,
Ignoring all our wild turmoil,
Blessing the day that he was born,
Goes calmly forth to break for corn.

—*Indianapolis Star.*

Statisticians estimate, by government reports, that this year's wheat crop will show a ten per cent increase over last year's.

In 1905 the American farmer produced wealth amounting to nearly six and a half billions of dollars. The American farmer is only one man in every three—thirty-five per cent of our population. If he keeps up the present rate of growth in his products, he will have produced at the end of three years, in a period extending back only to 1898, a mass of wealth equal to one-half the entire national wealth produced in three centuries.

Obviously an achievement.

The average physician in this country makes less than \$700 a year, it is said. The average man on salary makes less than \$1,000, being paid, as an average the country over, not greatly more than the average mechanic. The wealth produced by the American farmer last year was equivalent to more than \$1,200 per farm family the country over, or \$6,415,000,000 to be divided among 5,260,000 families.

This mass of wealth would come only sixty million dollars short of paying the national debt of the United States—once?—no seven times over! The largest national debt in the world is that of France. The American farmer could have paid France's debt last autumn, and had over two and a half billion francs left for Christmas money. Great Britain's debt is next largest—an appalling load, accumulated through centuries. The American farmer would have had enough left over after squaring John Bull's debt

to pay also the debt of India, and then that of Japan, war expenses and all, and then that of our neighbor, Mexico.

His products last year represented in value just about twice the deposits in all the savings banks in the United States, which have 7,696 depositors, with \$423 apiece. They were equal to two-thirds the resources of all the State, savings and private banks in this country, and all the loan and trust companies on top of them—10,742 institutions. It would take all the gold, silver and paper money in circulation in this country, and all the United States Treasury's reserves added to that, *twice over*, to buy the bulk of the farmer's 1905 crop. Then he would have had left in his barns and stock pens \$673,000,000 worth, a tidy surplus nearly seven times as large as the aggregate wealth that was produced by all our fresh and salt water fisheries in 1904.

They talk of Wall Street as a place where money is sometimes made. Perhaps. But it would take the New York clearing house nearly twenty-one business days to handle the wealth the American farmer produced last year if it were converted into the drafts, checks and cash of commerce. If he tried to clear it through all the other cities in this country, leaving out New York, it would take their clearing houses nearly twice as long. Chicago's clearing house could do it in a trifle short of eight months, Boston's in a little over ten months, while Philadelphia's would need nearly a year.

These comparisons give some notion of what lies right next door to any business man in this country who is seeking trade. The wonder of it is not in the huge sums at all, but in the accessibility of all this wealth. Not a dollar in revenue has to be paid on the goods a manufacturer sends for it, and a tariff wall protects him from the competition of any manufacturer in any other country. The aggregate of it all or the average of it per family is equally

so great that to say the American farmer does not buy this article because it is a luxury, or that because it is too expensive, or the other thing because it isn't suited to his needs, is to make a statement that is seriously open to objection and refutation on close analysis. A man who has so much money as the American farmer is a good customer for anything that anyone else anywhere else buys. There is no class wealthier, and none his superior. Last year's crops represented not only greater gains than have ever been recorded, but also a more universal distribution. Even the South, poor until poverty had become a tradition, after its \$575,000,000 cotton crop was sent to market had a billion dollars in the bank—the first time in Dixie's history. When the farmer had sold all his products for the year he had still left almost as much wealth in his land, buildings and tools, the value of which has increased \$3,400,000 every time the sun has set on them in the past five years.

A trade journal which is of enough importance to an industry to be taken and read by the men engaged in it, can command a revenue of \$25 in advertising a year for each subscriber on its books. This is the measure of its usefulness to manufacturers who want to sell machinery, raw material, etc., to that trade. If there are 2,000 trade and technical journals in this country—a liberal estimate—and each has 2,000 subscribers (which is improbable), and every journal got \$25 a year in advertising revenue for each subscriber, and every dollar of that expenditure brought back \$10 worth of business to the advertiser—that would be very profitable business. Yet the total would be only a billion dollars, or less than one-seventh the wealth that the American farmer will probably produce this year.

One frequently sees mentioned in newspapers and magazines a thing afar off, called Foreign Trade. It is generally thought to be worth going after. But the

international commerce of the world—all the foreign trade there is—amounts to only two-thirds as much as the American farmer produced last year, or about four billions of dollars. Great Britain holds the balance of it. But she could well afford to let the whole traffic slip into the hands of Germany, her greatest competitor in foreign markets, if it were possible to secure the American farmer's trade in its place. He could have purchased, after last harvest, all that the United Kingdom manufactured in 1900, not only for export, but for home consumption too. After this stupendous bill had been paid he might still have spent a billion dollars with France and Germany. This year his wealth will undoubtedly be adequate to buy all that both the latter countries manufactured in 1900 for home consumption and export.

A trade journal of genuine influence is valuable to advertisers because it reaches men when they are thinking of the things that occupies most of their waking moments—that is, the calling or business in which they make money. It reaches them when they are thinking of this hardest, and is therefore justly considered one of the most profitable forms of advertising influence that can be brought to bear on a live man. There are some trade journals in this country remarkable for their influence in wealthy manufacturing or mercantile industries. But there is no industry so wealthy as farming, nor any in which so many men are engaged, and no class of publications of any sort that reaches so many readers who look to them for technical information as the good farm papers. The agricultural press forms the trade literature of the greatest of trades, and is read by men who look to it for information to help them make money. Every form of general periodical has some element of interest for its readers. But none has a hold on them as vital and direct as this. The farm journals have worked hand in hand with the government and

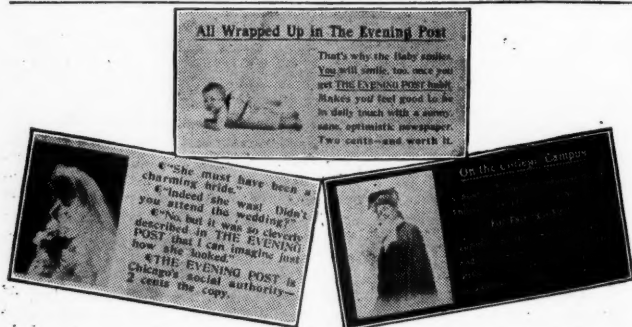
State experiment stations to bring about improvements in farming, and the industry is to-day in such shape that the Secretary of Agriculture recently declared that crop failures are a thing of the past. Farm papers have taught the use of farm machinery, fertilizers, the nature of soils, the way to select seeds and destroy insect pests, the way to avoid handicaps of early or late frost, droughts, excessive rainfall, crop diseases. The yield per acre everywhere has been greatly increased, and irrigation has developed arid lands. The farmer who farms by his agricultural paper has learned to disregard old rule of thumb methods, and he reads it because there are dollars in every one of its pages. No other class of publications parallels the good farm paper in the extent of its influence, or the vitality of its interest for readers, or the known, unflagging purchasing power of its public.

CAR CARDS FOR A NEWS-PAPER.

In PRINTERS' INK for June 14, 1905, appeared some reproductions of street-car cards that were used to advertise the Chicago *Evening Post* a year ago. The novelty of

enabled to adapt the designs to their own purposes.

This year the *Post* has again entered the cars, and its cards, while of a different character, are just as novel and attractive. Four months in the middle of winter were selected as the period when car advertising could do the paper most good, its social news, educational departments and similar features being of greatest interest then. To illustrate such departments several fine photographs were made. Those of a bride, a college girl and a baby, reproduced herewith, indicate what they were like and how they were used, but no reproduction can do justice to the soft beauty and instant effectiveness of the large photographic prints, which were pasted directly on the cards. These prints were made by a new process which produces them mechanically. The Photographic Company of America, a Chicago concern controlling this process, turns out 60,000 prints a day, and has reduced the cost of such illustrations to a point where they can be employed in high-class advertising brochures, street-car cards, etc. In the original cards the prints were ten by seven inches in size, and cost,



their designs, as well as the success that attended the campaign, attracted wide attention from newspaper publishers all over the country, and by courtesy of the *Evening Post* in furnishing duplicates many other papers were

in considerable quantities, about twenty cents apiece. Their vogue in the street cars was such that many were stolen from the cards, while dozens of persons wrote to the *Evening Post* asking to be given copies or offering to buy

them. The paper thereupon had the pictures, with others of similar character, reproduced on photographic souvenir post-cards, and has distributed a good many of these, as well as mailed them to advertisers.

WHERE WE ARE AT ON POSTAL SERVICE.

There is a singular anomaly at Washington. The Military committee of the House, which initiates legislation affecting the army, is composed of members who believe in the army and are in favor of its progress. The Naval committee is friendly to the navy. The committee on Invalid Pensions is friendly to the pensioners. The committee on Agriculture is friendly to the farmers. But the committee which controls the greatest branch of the public service and the one of most importance to the public—the Postoffice—is under leadership hostile to that service and opposed to its improvement. Nor is this condition anything new. It has existed for many years. Through several Congresses the chairman of the committee on Post-offices and Postroads was Mr. Loud, who repeatedly said that the whole idea of a Government postal service was a mistake, and that the work could be done at half the cost by a private corporation. He was succeeded by Mr. Overstreet of Indiana, the present chairman, who holds similar views. Mr. Overstreet carries his hostility to postal improvement to such a pitch that he will not even give a hearing to the advocates of a bill to carry out Postmaster-General Cortelyou's recommendation for the consolidation of third and fourth-class mail matter. This measure has been urged by the Post-office Department for seventeen years. It merely restores a rate for carrying merchandise that was in effect in 1874—thirty two years ago. At that time we led the world in the postal facilities we offered our people. Our rate of eight cents a pound for carrying merchandise was six years ahead of the international parcels post of Europe and nine years ahead of the parcels post of Great Britain. Now we are in the rear of the procession we used to lead. We charge twice as much for carrying merchandise as we charged thirty-two years ago, and over nine times as much as Germany, Austria, and France charge to-day. We charge twice as much to carry a parcel within the limits of a single city as it would cost to send it from end to end of the world-circling British Empire. And Chairman Overstreet will not even give a hearing to the people who wish to show why we should do a little better.—*Collier's*, April 21, 1906.

Advertisements.

WANTS.

WANTED—Position by Ad and Show Card Writer; Powell graduate. Address, B. GRAFF, 38 Judson St., Gloverville, N. Y.

THE circulation of the New York *World* morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

AUDITORS and Accountants wanted to fill positions paying \$1,000-\$5,000. Write to date and state position desired; offices in 12 cities. HAPGOODS, Suite 311, 309 Broadway, N. Y.

POSITIONS open for competent newspaper workers in all departments. Write for booklet. FERNALD'S NEWSPAPER MEN'S EXCHANGE, 388 Main St., Springfield, Mass.

CONCERNING TYPE—A Cyclopaedia of Everyday Information for the Non-Printer Advertising Man; got "typewise"; 64 pp., 50c. postpaid, ag'ts wanted. A. S. CARNELL, 150 Nassau St., N. Y.

TWO EXPERIENCED ADVERTISING MEN wish to represent Western or Southern newspapers or trade journals. All references or bond. Address, C. F. DRUCKER, 110 Quincy St., Chicago.

A COMPETENT YOUNG WOMAN with extensive experience in placing and following up advertising, desires position where good work and energy are appreciated. Address, "A. H. H.," care Printers' Ink.

EVERY ADVERTISER and mail-order dealer should read *THE WESTERN MONTHLY*, advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. *THE WESTERN MONTHLY*, 318 Grand Ave., Kansas City, Mo.

AN IMMEDIATE POSITION, Manager Mail-Order Department \$2,000, Advertising Manager \$1,500, Bookkeeper \$1,200, Salesman \$1,000. Call or write for list of other positions and plan. **BUSINESS OPPORTUNITY CO.**, 1 Union Square, New York.

SUCCESSFUL ADVERTISING MAN, to join editor and finance company to take over old established Chicago trade weekly—one of three in United States. Leading industry; large block taken. Applicant must have \$5,000. Address "FAX," care Lord & Thomas, Chicago.

YOUNG MEN AND WOMEN of ability who seek positions as advertisers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$8,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL Advertising and Business Expert, 55 Metropolitan Annex, New York.

Chances for Bright Men with Ambition

Owing to present proprietor being overworked, and needing absolute rest he will retire and leave management with younger men, therefore the following positions may be had with small investment in a printing and publishing plant worth \$20,000, on a \$15,000 basis. Business to be incorporated.

NEWSPAPER MAN and general editorial management on investment of \$5,000.

ADVERTISING MANAGER and solicitor for a newspaper combination, with old established newspaper in most profitable field; must have \$2,000 cash.

JOB AND AD COMPOSITOR, who can manage men, with job office always busy without any solicitor; the work brought in. Must invest \$2,000.

BOOKKEEPER and collector, who can invest \$2,000.

Come and investigate; it's better to satisfy yourself on the spot, as health means much to present proprietor, who leaves half interest in business.

TIMES, Milwaukee, Wis.

DIRECTORY OF NOVELTY MANUFACTURERS.

AGENTS wanted to sell ad novelties, 35¢ each. 5 samples, 10c. J. C. KENTON, Owego, N. Y.

CRYSTAL Paper Weights with your advertisement, \$15 per 100. Catalog adv. novelties free. ST. LOUIS BUTTON CO., St. Louis, Mo.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

POST CARDS.

SAMPLES of post cards, post card half-tones and prices for printing them. Sent to those writing a letter of inquiry for them. STANDARD ENGRAVING CO., Photo-Engravers, New York.

FOR SALE.

FOR SALE—Two Linotype machines. THE HEROLD COMPANY, Milwaukee, Wis.

\$300 buys \$600 county paper outfit. Used eight months. H. L. PATTERSON, Nashville, Tenn.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY. 1 Madison Ave. N. Y. Medical journal advtg. exclusively.

GOLDEN GATE ADVERTISING CO., 3400-3402 Sixteenth St., San Francisco, Cal.

H. W. KASTOR & SONS ADVERTISING COMPANY. Leclerc Building, St. Louis, Mo.

THE H. I. IRELAND ADVERTISING AGENCY Write for particulars of the Ireland Service. 925 Chestnut Street, Philadelphia.

PIONEER ADVERTISING CO., Honolulu—Cosmopolitan population makes our six years' experience valuable. Newspapers, billboards, walls, distributing, mailing lists.

ALBERT FRANK & CO., 25 Broad Street, N. Y. General Advertising Agents. Established 1873. Chicago. Boston. Philadelphia. Advertising of all kinds placed in every part of the world.

BARNHART AND SWASEY, San Francisco—Largest agency west of Chicago; employ 60 people; save advertisers by advising judiciously newspapers, billboards, walls, cars, distributing.

6,000,000 Canadians want your goods—they luxuries or necessities. Individual study to the problem of each customer enables us to achieve results that pay. Our service embraces both English and French sections. Write to-day for plans. THE DESBARATS ADVERTISING AGENCY, Ltd., Suite 50, Sovereign Bank Bldg., Montreal.

DISTRIBUTING.

DISTRIBUTING through the agency of the Bernard Advertising Service in Ala., Ga., Miss., N. C. and S. C. was tested five years ago by a trial order for distribution by the Peruna Drug Mfg. Co.; now their books are distributed four times annually throughout the Southeast by the Bernard Agency. You can learn the particulars from CHAS. BERNARD, 1516 Tribune Building, Chicago.

ADVERTISING MEDIA.

THE EVANGEL. Scranton, Pa. Thirteenth year; 30c.agate line.

ANY person advertising in PRINTERS' INK to the amount of \$5 or more is entitled to receive the paper for one year.

TWENTY grocers distribute food products to 10,000 consumers in Troy and Central Miami County, Ohio. The RECORD reaches 70 per cent of them. Only daily. One appropriation only necessary. Send for rate card.

COIN MAILER.

1,000 for \$3. 10,000, \$20. Any printing. Acme Coin Carrier Co., Ft. Madison, Ia.

LEGAL ADVICE.

THE law (opinion) on any subject; \$1. Address THE HANLONS, Attorneys, Washington, D.C.

COIN CARDS.

\$3 PER 1,000. Less 10¢ more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

TIN BOXES.

IF you have an attractive, handy package you will sell more goods and get better prices for them. Decorated tin boxes have a rich appearance, don't break, are light, and preserve the contents. You can buy in one-half gross lots and at very low prices, too. We are the folks who make the tin boxes for Cascarets, Huylers, Vaseline, Santol, Dr. Charles Fleisch Food, New-Skin, and, in fact, for most of the "big guns." But we pay just as much attention to the "little fellows." Better send for our new illustrated catalog. It contains lots of valuable information, and is free. AMERICAN STOPPER COMPANY, 11 Verona Street, Brooklyn, N. Y. The largest maker of TIN BOXES outside the Trust.

CARDS.

POST CARDS of every description are made by us. We ship to all parts of the world. Particulars on request. C. S. SOUVENIR POST CARD CO., 1140 Broadway, N. Y.

CARD INDEX SUPPLIES.

THE CARD INDEX QUESTION will be quickly and easily settled by getting catalogue and price from the manufacturers. This means us. STANDARD INDEX CARD COMPANY, Rittenhouse Bldg., Phila.

ADVERTISING

I SECURE NEW CUSTOMERS

and retain the old customers by writing bright and catchy advertisements. Write for sample ad. L. BATASTINI, 146 Delaine St., Providence, R. I.

MAIL ORDER.

OUR METHOD of DIRECT ADVERTISING pays best, because it reaches mail order buyers who can be reached in no other way. Our agents, located in every part of the United States and in Canada, place your Circulars or samples in everybody's hands by means of house-to-house distribution. We GUARANTEE first-class services, and our rates are the lowest consistent with good work. We will mail our "DISTRIBUTERS' DIRECTORY" free to advertisers who desire to contract with agents or will contract with you direct, saving you time and trouble. Correspondence solicited. UNIVERSAL ADV. CO., Drexel Bank Bldg., Chicago.

AGENTS.

HIRNE & CO., PRINTERS,

5 Place Voltaire, Paris, France
Established in 1885.

Would be pleased to act as Agents for articles in the printing and stationery line. They are also buyers of calendars, post-cards, chromos, and patented articles. References given.

SIGNS.

NEW Designs in Paraffine Signs. Send for sample and prices. KNOXVILLE PRINTING & BOX CO., Knoxville, Tenn.

MEETINGS.

THE annual meeting of the stockholders of the F. W. DEVOE & C. T. RAYNOLDS CO. will be held at the office of the Company, No. 213 New Jersey Railroad Avenue, on Monday, May 7th, 1906, for the election of directors. Polls open from 12 to 1 P. M.

THE annual meeting of the stockholders of the Ripans Chemical Company, for the election of Directors and Inspectors of Election, will be held in the office of the Ripans Chemical Company, 10 Spruce St., New York, on Monday, May 14, 1906, at 12 o'clock noon. CHAS. H. THAYER, President.

BOOKS.

PUBLISHING BUSINESS OPPORTUNITIES.

ILLUSTRATED BOOKS

NEARLY 100 TITLES | HISTORY, BIOGRAPHY, HOUSEHOLD ECONOMY, RELIGIOUS AND SECULAR LITERATURE, ETC.

Special editions can be arranged for on plates and copyrights will be sold outright. Address for full particulars, C. E. MILLER, P. O. Box 1992, Philadelphia, Pa.

Successful Advertising.
HOW TO ACCOMPLISH IT.

A book for retail merchants and beginners in advertising. Will be sent, postpaid, upon receipt of TWO DOLLARS. Address

Printers' Ink Publishing Co.,
10 Spruce St., New York

How Publishers Can Reach Advertisers.

Publishers intending to develop the advertising field, will find it a distinct advantage and economy of time to send each advertiser and possible advertiser a copy of the new enlarged edition of 89 **ADVERTISING RULES**. This small book tells in a simple and direct way how to prepare and display an ad. These can be purchased in quantities with your ad on back cover, at \$5 per 100—larger quantities less per 100. They can be sent out in the regular size envelope, under a two cent stamp. The results will more than cover the investment. Daily talks on the value of advertising could back up this distribution, and would inspire a general belief in advertising. The forms are now being made up. Further information and prices on request. L. ROMMEL, Jr., 612 Merchant St., Newark, N. J.

PRINTERS.

PRINTERS. Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

WE print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. THE BLAIR PTG. CO., 514 Main St., Cincinnati, O.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. WALLACE & CO., 29 Murray St., New York, 1310 Pontiac Bldg., 358 Dearborn St., Chicago, Ill.

PAPER.

BASSETT & SUTPHIN.
45 Beekman St., New York City.
Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

Great National Class Weekly

having 100,000 loyal paying subscribers and carrying a large amount of high-class advertising, which brings excellent returns to advertisers—shows ample net profit, which should be greatly increased—can be bought for \$125,000, based on the earnings of the property.

Information can be had by responsible principals by addressing or calling upon

EMERSON P. HARRIS

Broker in Publishing Property

253 BROADWAY NEW YORK

ADVERTISEMENT CONSTRUCTORS.

"GRAINS OF GUMPTION," a 48-page booklet, with contents, which fully justify the title. 25c. JED SCARBORO, 537a Halsey St., Brooklyn, N. Y.

A Brainy Business Bringing You From the Dregs West

Introduce them in your "follow-up," and notice increased returns. Address on your office stationery



FREDERICK WARD
(Originator of Illustrated Letters),
40 Dearborn St., Chicago.

I DO NOT

claim to possess such a bursting supply of attractiveness (1), originality (1) or unusualness (1), making me tower above everybody, but I DO wish to emphasize two facts—viz.: I make advertising that SELLS GOODS, and to prove that statement will cost you a LETTER. ALF. W. BREUNINGER, 310-312 Cherry St., Philadelphia.

I MAKE a specialty of small CIRCULARS, BOOKLETS and FOLDERS for inclosure with your regular correspondence. Short, quickly read, pertinent things best capture the attention of the always busy class to whom you look for patronage. A few good cuts—if illustrations are necessary—a crisp, concise, interesting telling of your story, without any superfluous padding, may be so combined with a novel and tasteful type treatment as to be exceedingly profitable. Would you like to see samples of such work? If so, and your inquiry suggests possible business, I will be pleased to mail you quite a lot. Postal cards will not be noticed.
No. 4. FRANCIS J. MAULE, 408 Sanson St., Phila.

ADDRESSING MACHINES AND FAC-SIMILE TYPEWRITERS.

AUTO-ADDRESSER—An office machine that saves 90 per cent. Besides setting the "AUTO-ADDRESSER," we make an IMITATION TYPEWRITTEN LETTER and fill in the address so that it cannot be distinguished from the real. We do wrapping, folding, sealing, mailing, etc. Ask us.

AUTO-ADDRESSER, 310 Broadway, N. Y.

PATENTS.

SHEPHERD & PARKER,
Solicitors of Patents and Trade Marks,
508 Dietz Bldg., Washington, D. C.
Highest references from prominent manufacturers. Hand book for inventors sent upon request.

PATENTS that PROTECT

Our 8 books for inventors mailed on receipt of 6 cts. stamps. **H. S. & A. H. LACEY**,
Washington, D. C. Estab. 1869.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engrossing, illuminating, engraving, lithographing, art printing. **THE KINSLEY STUDIO**, 245 B'way, N. Y.

CLASS PUBLICATIONS.

20,000 Buyers
of (\$1,025,000,000 annually)
Hardware, Housefurnishing
Goods, etc.
Read every issue of the
Hardware Dealers'
Magazine.
Write for rates. Specimen Copy mailed on request.
255 Broadway, N. Y.

ILLUSTRATORS AND ILLUSTRATIONS

ADVERTISING Cuts for Retailers; good; cheap. **HARPER ILLUS. SYNDICATE**, Columbus, O.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. **F. J. VALENTINE**, Mfr., 176 Vermont St., Buffalo, N. Y.

MONEY MAILERS.

MONEY MAILERS—\$1.90 per M. Samples free. **KING KOIN KARRIER CO.**, Beverly, Mass.

SUPPLIES.

NOTE HEADINGS of Bond Paper, 5½x8½ inches, with envelopes (laid p). 100 for 65c., 500 for \$1.10; 500 for \$1.60; 1,000 for \$2.50; 2,000 for \$4.50; 5,000 for \$11.00. Send for samples. **MERIT PRESS**, Bethlehem, Pa.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

PUBLISHERS, Manufacturers, Paperhangers Billposters—everybody that uses paste try **Bernard's Cold Water Paste**. Sample package by mail to any interested person. **BERNARD'S AGENCY**, Tribune Building, Chicago.

HALF-TONES.**NEWSPAPER HALF-TONES.**

2x3, 75c.; 3x4, \$1; 4x5, \$1.60.
Delivered when cash accompanies the order. Sent for samples.
KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions, 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. **P. O. Box 515**, Philadelphia, Pa.

PRINTERS' SUPPLIES.**A Man's Size Agate Rule**

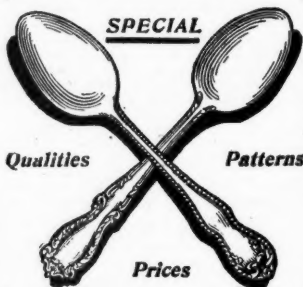
measures 126 agate lines, also 14 other type measures, proofreader's marks, type information, tables, etc. By mail, 50 cents. **L. ROMMEL, Jr.**, 61d Merchant St., Newark, N. J.

PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue. (C) Greatest book of its kind. Published annually, 34th issue now ready; free. **S. F. MYERS CO.**, 47w. and 49 Maiden Lane, N. Y.

Increase Your Sales

USE

Silverware for Premiums

International Silver Co.

Factory "C,"
Bridgeport, Conn.

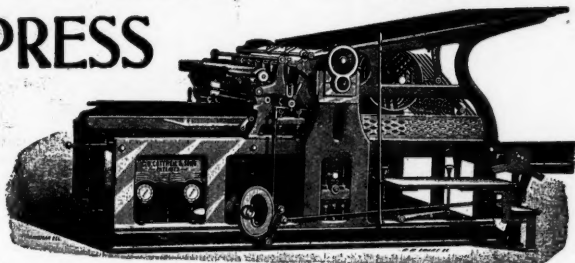
THE

CANADIAN MOTOR**A MONTHLY MAGAZINE,**

reaches by paid subscription, club lists, news-stand sales, etc., the entire Automobile and Motor Beat interests in Canada. Proven Circulation. Ask for sample copy and rate card before making up your programme for 1906-7 advertising.

THE VEHICLE PUBLISHERS, Limited, Toronto, Canada.

AN IDEAL FOR THE SMALL CITY DAILY PRESS NEWSPAPER



We guarantee this modern Cottrell Two Revolution Press to be perfect and complete in every respect.

Is especially adapted to fast Newspaper Printing, but will produce a high grade of Book and Job work.

Has all modern improvements, viz.: air cushions, tapeless delivery, turn-over roller stand, trip and back up on cylinder, and box frame.

Speed 2,000 per Hour

**Price, \$975
\$275 Cash**

**Balance in Eighteen Equal
Monthly Payments.**

NOW IS THE TIME TO WRITE

CONNER, FENDLER & CO., New York City

WELL SATISFIED

OFFICE OF THE "SUN."
QUARRYVILLE, Pa., April 14, 1906.

Printers Ink Jonson, New York, N. Y.:

DEAR SIR—Your inks work nice, look nice, and are satisfactory in every way. I like the spirit in which you write and your manner of doing business. Truly yours,

HOWARD REYNOLDS.

It is a pleasant duty to read letters like the above, especially when the writer is sincere. Mr. Reynolds has no axe to grind when he praises my goods and my methods, as he is located not more than fifty miles from Philadelphia, and can get all the inks he wants on credit. He knows there is no risk in sending the money in advance to me, for my inks have to pass muster by the purchaser before the deal is closed. Send for my new sample book of colors.

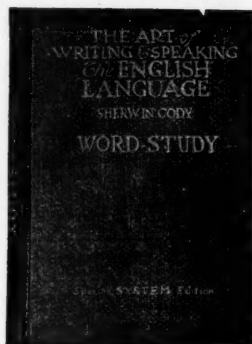
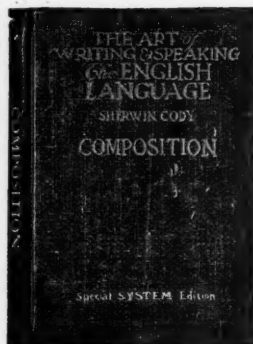
ADDRESS

PRINTERS INK JONSON.

17 Spruce St.,

New York.

Letters That Sell Goods



These Four Books Tell How to Write Them

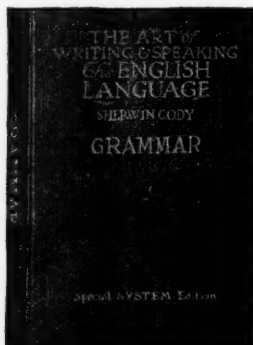
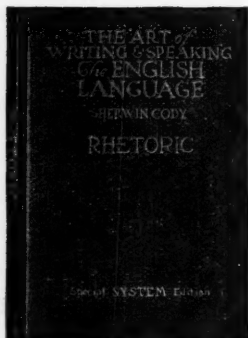
These books teach advertising men how to write convincing letters that sell goods; teach credit men to write tactful letters that bring in money and give no offense; teach correspondents how to write forceful, business-bringing letters; teach stenographers how to master correspondence; teach advertisement writers how to write strong, "pulling" copy. They form a complete college course in business English—to be read at leisure—to be put in daily practice at once. Many successful men are earning large salaries merely because they know how to state a business proposition clearly, tersely, concisely, forcefully. This set of books comprise the notable Sherwin Cody course in business English complete. Before being published in book form this course sold for \$25.00. Every business man, employer and employee should have this set ready for reference.

Make Your Letters Pull Orders

If you want your letters to have the "vim" and "go" of words that win; if you want to embody in your correspondence that "magic" touch, snap and personality that sounds a golden echo in your cash drawer—Mr. Cody's four little books will help you do it

Your Last Chance to Secure a Set

Your chance to get Mr. Cody's books of us at the special wholesale price of \$2.00 is almost at an end. But the offer will still hold good throughout October at least. How much longer we cannot say just now. But if you want to get in on this bargain price—giving you seven complete home study courses in English—in book form—you had better tear out this advertisement and mail it with \$2.00 to-day. Without the advertisement the price is \$3.00.



THE SYSTEM COMPANY

(For Desk 42)

New York

Chicago

London



\$3,750 WORKS LIKE \$15,000.

Late last year one of the largest manufacturers in Europe asked us to submit a plan for advertising his goods to the consumers throughout the United States, offering to appropriate \$3,750 for this purpose. We immediately advised him that such a small amount of money would be practically wasted, if an attempt was made to spend it in consumers' mediums in the ordinary way.

We then formulated a plan to spend the money with the co-operation of the retail merchants who carry his goods. By arrangements already completed with these mer-

chants, our client is assured of at least \$15,000 worth of advertising space for his product in the best newspapers throughout the country.

Furthermore,

His goods are *in the stores* advertising them.

They can be had *on demand*.

They are *endorsed* by the retailers advertising them.

A plan like this comes of knowing how.



We are doing this kind of work successfully every day in the year for hundreds of manufacturers and wholesalers, whose goods reach the consumer through the dry goods and department stores of this country.

ROOT NEWSPAPER AGENCY

Reaching the merchant through necessary class papers and the consumer through magazine, newspaper, store and other advertising in co-operation with the Dry Goods and Department Stores of the United States.

ADDRESS

192 1/2-200 GREENE STREET, NEW YORK.

CHICAGO, ST. LOUIS, SAN FRANCISCO, PHILADELPHIA,
BOSTON, CLEVELAND, MANCHESTER (ENG.), BERLIN.

A Roll of Honor

(FOURTH YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1905 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1905 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1906 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.



The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation, would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Birmingham. Ledger, *dy.* Average for 1905, 22,669. Best advertising medium in Alabama.

ARIZONA.

Phoenix. Republican, *Daily aver.* 1905, 6,281. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS.

Fort Smith. Times, *dy.* Act. av. 1905, 3,781. Actual aver. for Oct., Nov. and Dec., 1905, 3,968.

CALIFORNIA.

Fresno. Evening Democrat, *Average* 1905, 4,948. Williams & Lawrence, N. Y. & Chicago.

Mountain View. Signs of the Times. Actual weekly average for 1905, 22,550.



Oakland. Herald, *Average* 1905, 10,260. Only Pacific Coast daily circulation guaranteed by Rowell's American Newspaper Directory.

Oakland. Tribune, evening. *Average* for 12 months ending December 31, 1905, daily 13,481.

San Francisco. Call, d'y and S'y. J. D. Spreckels. Actual daily average for year ending Dec. 1905, 62,941; Sunday, 88,815.

San Francisco. Sunset Magazine, monthly. Literary, two hundred and eight pages, 5x8. Circulation: 1904, 48,916; 11 months 1905, 59,545. Home Offices, 431 California Street.

San Jose. Morning Mercury and Evening Herald. *Average* 1905, 10,824.

COLORADO.

Denver. Clay's Review, weekly; Perry A. Clay. Actual aver. for 1904, 10,926, for 1905, 11,688.

Denver. Post, daily. Post Printing and Publishing Co. *Aver.* for 1905, 44,320; *Sy.* 60,104. *Average* for Mar. 1905, *dy.* 50,132; *Sy.* 70,516.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT.

Ansonia. Sentinel, *dy.* *Aver.* for 1905, 5,022. E. Katz, Spec. Agt., N. Y.

Bridgeport. Evening Post. *Strong's* daily av. 1905, 11,025. E. Katz, Spec. Agt., N. Y.

Bridgeport. Telegram-Union. *Strong's* daily av. 1905, 10,171. E. Katz, Spec. Agt., N. Y.

Meriden. Journal, evening. *Actual* average for 1905, 7,587.

Meriden. Morning Record and Republican. *Daily average* for 1905, 7,578.

New Haven. Evening Register, daily. *Actual* av. for 1905, 12,711; Sunday, 11,311.

New Haven. Palladium, *dy.* *Aver.* 1904, 7,857; 1905, 8,656. E. Katz, Sp. Agt., N. Y.

New Haven. Union. *Average* 1905, 16,209. 1st 3 mos. 1906, 16,486. E. Katz, Spec. Agt., N. Y.

New London. Day, ev'g. *Aver.* 1905, 6,109. E. Katz., Spec. Agt., N. Y.

Norwalk. Evening Hour. *Daily average* year ending Dec. 1905, 3,170. April-Sept., as certified by Ass'n Am. Advs., all returns deducted, 2,869.

Norwich. Bulletin, morning. *Average* for 1904, 5,350; 1905, 5,920; Dec., 6,122.

Waterbury. Republican, *dy.* *Aver.* for 1905, 5,648. La Coste & Maxwell Spec. Agents, N. Y.

DISTRICT OF COLUMBIA.

Washington. Evening Star, daily and Sunday. *Daily average* for 1905, 22,550 (©©).

FLORIDA.

Jacksonville. Metropolis, *dy.* *Av.* 1904, 8,760. *Average* 1905, 8,956. E. Katz, Sp. Agent, N. Y.

GEORGIA.

Atlanta. Constitution. *Daily average* 1905, 38,590; Sunday, 48,731.

Atlanta. Journal, *dy.* *Av.* 1905, 46,038. Sunday 47,998. Semi-weekly 56,751.

Atlanta. News. *Actual daily average* 1905, 24,402. S. C. Beckwith. Sp. Ag., N. Y. & Chi.

Augusta. Chronicle. *Only morning paper.* 1905 average, 6,045.

Nashville. Herald. *Average* for March, April and May, 1,375. Richest county in So. Georgia.

ILLINOIS.

Aurora. Daily Beacon. *Daily average* for 1905, 4,680; first three months of 1906, 5,916.

Cairo, Citizen. Daily average January, February and March, 1905, 1,512.

Champaign, News. Oct. and Nov., 1905, no issue of daily less than 3,010; d'y and w'kly, 6,200.

Chicago, Bakers' Helper. monthly (\$2.00). Bakers' Helper Co. Average for 1905, 4,100. (C.)

Chicago, Breeders' Gazette. weekly, \$3.00. Average circulation 1905, to Dec. 31st, 66,605.

Chicago, Examiner. Average for 1905, 144,806 copies daily 90% of circulation in city; larger city circulation than any two other Chicago morning papers combined. Examined by Association of American Advertisers. Smith & Thompson, Representatives.

Chicago, Farm Loans and City Bonds. Leading investment paper of the United States.

Chicago, Farmers Voice and National Rural. Actual aver., 1905, \$0.700. Jan., 1906, 42,460.

Chicago, Gregg Writer. monthly. Shorthand and Typewriting. Actual average 1904, 15,750.

Chicago, Inland Printer. Actual average circulation for 1905, 15,866 (C.).

Chicago, Orange Judd Farmer. Only agricultural weekly covering the prosperous Western States. Circulation is never less than 90,000. The count made Oct. 30, 1905, showed \$5,120 paid subscribers. Reaches nearly 90% of the post-offices in Nebraska; 80% of the post-offices in Illinois, Michigan, Wisconsin, Iowa and Minnesota; half the post-offices in Indiana and Kansas and two thirds of those in the Dakotas. All advertisements guaranteed.

Chicago, Record-Herald. Average 1904, daily 145,761. Sunday 199,100. Average 1905, daily 116,456. Sunday 204,559.

GUAR AN FEED
The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago, Svenska Nyheter. weekly. Sworn average December, 1905, 21,775.

Chicago, System. monthly. The System Co., pub. Eastern office 1 Madison Ave., N. Y. Average for year ending, March, 1906, 50,556. Current average in excess of 60,000.

Kewanee, Star-Courier. Actual average circulation, 1905, daily, 3,297; weekly, 1,298.

Peoria, Evening Journal, daily and Sunday. Sworn daily average for 1905, 15,875.

Peoria, Star, evenings and Sunday morning. Actual average for 1905, d'y 21,042. S'y 9,674.

INDIANA.

Evanville, Journal-News. Av. for 1905, 14,040. Sundays over 15,000. E. Katz, S. A., N. Y.

Muncie, Star. Average 1905 daily, 27,500. Sunday 16,908.

Notre Dame, The Ave Maria, Catholic weekly. Actual net average for 1905, 24,590.

Richmond, Sun-Telegram. Sworn av. 1905, dy, 3,744.

South Bend, Tribune. Sworn daily average, 1905, 7,205. Sworn aver. for Mar., '06, 7,712.

IOWA.

Clinton, Advertiser. Average Dec 1905, 11,255. City Circulation, 3,048, which is double that of any other paper.

Davenport, Times. Daily aver. Mar., 11,871. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, daily. Lafayette Young, publisher. Actual average sold 1905, 59,178. Present circulation over 40,000. City and State circulation largest in Iowa. More local advertising in 1905 in 312 issues than any competitor in 365 issues. The rate five cents a line.

Keokuk, Gate City, Daily av. 1904, 3,145; 1905, 3,406.

Muscatine, Journal. Daily av. 1905, 5,882; Semi-weekly 3,093.

Sioux City, Journal. daily. Average for 1905, sworn, 24,961. Av. for Feb., 1906, 26,702. Prints most news and most foreign and local advertising. Read in 30 per cent of the homes in city.

Sioux City, Tribune. Evening. Net sworn daily average 1905, 24,287; Feb., 1906, 26,436. The paper of largest paid circulation. Ninety per cent of Sioux City's reading public reads the Tribune. Only Iowa paper that has the Guaranteed Star.

KANSAS.

Hutchinson, News. Daily 1905, 3,485. E. Katz, Special Agent, N. Y.

KENTUCKY.

Lexington, Leader. Av. '05, avg. 4,694. Sun. 6,165. E. Katz, Spec. Agt.

Louisville, Times. Daily average year ending June 30, 1905, 36,025 (3). Beckwith Agency, Rep.

Paducah, Journal of Labor. wkly.—Accepts only the best class of advertising and brings results from the best class of wage-workers.

LOUISIANA.

New Orleans, Item. official journal of the city. Av. cir. for Jan., Feb., and March, 1906, 25,564; av. cir. Jan., 1906, 24,615; for Feb., 1906, 25,419; for March, 1906, 26,069.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1905, 1,209,578.

Augusta, Kennebec Journal, dy. and wy. Average daily, 1905, 6,986; weekly, 3,090.

Bangor, Commercial. Average for 1905, daily 9,453; weekly 29,117.

Dover, Piscataquis Observer. Actual weekly average 1905, 2,019.

Leviston, Evening Journal, daily. Aver. for 1905, 7,598 (C.). weekly 17,448 (C.).

Phillips, Maine Woods and Woodman, weekly. J. W. Brackett Co. Average for 1905, 8,077.

Portland, Evening Express. Average for 1905, daily 12,005. Sunday Telegram, 8,128.

MARYLAND.

Baltimore, American, dy. Av. 19 mo. to Jan. 31, '06, 64,187. Sun., 59,943. No return privilege.

Baltimore, News, daily. Evening News Publishing Company. Average 1905, 60,678. For March, 1906, 76,714.

GUAR AN FEED
The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.

Boston, Evening Transcript (C.). Boston's tea table paper. Largest amount of week-day av.

Boston, Globe. Average 1905, daily, 192,584. Sunday, 299,643. "Largest Circulation Daily of any two cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.

GUAR AN FEED
The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Boston. Post. Average for Mar., 1905, Boston Daily Post, 233,050; Boston Sunday Post, 263,147. Daily gain over March, 1905, 10,479; Sunday gain over March, 1905, 71,984. Flat rates, r. o. p. daily, 20 cents; Sunday, 15 cents. The Great Breakfast Table Paper of New England.

Fall River. News. Largest circ'n. Daily av. '05 6,668. R. Robt. Tomes. Rep., 116 Nassau St., N. Y.

Springfield. Farm and Home. National Agricultural semi-monthly. Total paid circulation, \$72,564. Distributed at 59,164 postoffices. Eastern and Western editions. All advertisements guaranteed.

Springfield. Good Housekeeping, mo. Average 1905, 206,035. No issue less than 200,000. All advertisements guaranteed.

Springfield. New England Homestead. Only important agricultural weekly in New England. Paid circulation, 40,000. Reaches every postoffice in Mass., R. I. and Conn., and all in Vermont, New Hampshire and Maine, except a few in the woods. All advertisements guaranteed.

Worcester. L'Opinion Publique, daily (C. C.). Paid average for 1905, 4,255.

MICHIGAN.

Adrian. Telegram. Dy. av. last three months, 1905, 5,171. Payne & Youngs, Specials.

Grand Rapids. Herald. Average daily issue last six months of 1904, 28,661. Only morning and only Sunday paper in its field. Grand Rapids (pop. 100,000) and Western Michigan (pop. 750,000).

Grand Rapids. Evening Press dy. Average 1905, 46,456. Covers Western Michigan.

Jackson. Morning Patriot, average February 1905, 5,565; Sunday, 5,958; weekly, 2,812.

Saginaw. Courier-Herald, daily, Sunday. Average 1905, 12,594; March, 1906, 18,872.

Saginaw. Evening News, daily. Average for 1905, 16,710. March, 1906, 18,670.

Sault Ste. Marie. Evening News, daily. Average, 1904, 4,212. Only daily in the two Soos.

MINNESOTA.

Minneapolis. Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1905, 4,642.

Minneapolis. Farm, Stock and Home, semi-monthly. Actual average 1905, 87,187; first three months 1906, 94,785.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis. Journal, Daily and Sunday. In 1905 average daily circulation 67,588. Daily average circulation for first two months 1906, 68,840. Average Sunday circulation, February, 1906, 68,287.

The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

Minneapolis. Tribune. W. J. Murphy, pub. Est. 1887. Oldest Minneapolis daily. The Sunday Tribune average per issue for the first three months of 1905 was 82,709. The daily Tribune average per issue for the first three months of 1905 was 106,199.

The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation alone exceeds 15,000 daily. The Tribune is the recognized West Ad paper of Minneapolis.



by Am. Newspaper Directory.

Minneapolis. Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1905, 51,512.

St. Paul. Pioneer Press. Net average circulation for January—daily 55,302, Sunday 32,487.

The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

St. Paul. The Farmer, a-mo. late, 40c. per line, with discounts. Circulation for six months ending December, 1905, 92,625.

St. Paul. Dispatch. Average net sold for year 1905, 60,568 daily.

St. Paul. Volkzeitung. Actual average 1905, dy. 14,221. wy. 27,870. Sonntagsblatt 27,880.

MISSISSIPPI.

Hattiesburg. Progress, ev'g. Av. d'y circ., v'r end'g Jan., 1905, 2,175. Pop. 14,000, and growing.

MISSOURI.

Joplin. Globe, daily. Average 1905, 15,594. Dec., '05, 14,088. E. Katz, Special Agent, N. Y.

Kansas City. Journal, d'y and w'y. Average for 1905, daily 65,446, weekly 205,001.

St. Joseph. News and Press. Circulation 1905, 55,158. Smith & Thompson, East, Rep.

St. Louis. National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1905, 8,041 (C. C.). Eastern office, 59 Maiden Lane.

St. Louis. National Farmer and Stock Grower, monthly. Average for 1905, 68,588; average for 1905, 106,625; average for 1904, 104,750.

MONTANA.

Butte. Inter-Mountain. Sworn average daily circ'n 1905, 11,776. Aver. Dec., 1905, 12,698.

NEBRASKA.

Lincoln. Daily Star, evening and Sunday morning. Actual daily average for 1904, 15,239. For 1905, 16,409. Only Nebraska paper that has the Guarantee Star.

Lincoln. Deutsch-Amerikan Farmer, weekly. Average 1905, 147,032.

Lincoln. Freie Presse, weekly. Actual average for 1905, 150,754.

Lincoln. Journal and News. Daily average 1905, 27,092.

NEW HAMPSHIRE.

Nashua. Telegraph. The only daily in city. Sworn aver. for 6 mos. ending Mar. 31, '06, 4,410.

NEW JERSEY.

Elizabeth. Journal. Av. 1904, 5,522; 1905, 6,515; 1st 3 mos. 1906, 6,945; March, 1906, 7,191.

Jersey City. Evening Journal. Average for 1905, 22,546. Last 3 mos. 1905, 25,408.

Newark. Evening News. Evening News Pub. Co. Average for 1905, 60,102; Mar. '06, 68,750.

Trenton. Times, Av., '05, 16,458. Net Feb. av., 18,082. Only ev. paper; single ed.; class'd paper.

NEW YORK.

Albany. Evening Journal. Daily average for 1905, 16,512. It's the leading paper.

Albany. Times Union, every evening. Est. 1856. Average for 1905, 24,689; December, 25,479.

Binghamton. Evening Herald, daily. Herald Co. Aver. for year end. June, 1905, 12,289 (C).

Buffalo. Courier, morn. Av. 1905, Sunday 8,774; daily 48,008; Enquirer, even., 31,027.

Buffalo. Evening News. Daily average 1904, 88,457; 1905 94,690.

Catskill Recorder. 1905 av., 2,811; 1st 3 mos. 1905, 5,928. Best adv. medium in Hudson Valley.

Corning Leader. evening. Average, 1904, 6,238; 1905, 6,595.

Cortland Democrat, Fridays. Est. 1840. Aver. 1905, 2,126. Only Dem. paper in county.

Glens Falls Morning Star. Average circulation, 1904, daily 2,292.

Glens Falls Times. Est. 1878. Only evening paper. Average 1905, 2,471.

LeRoy Gazette. est. 1838. Av. 1905, 2,287. Largest w. cir. Genesee. Orleans, Niagara Co.'s.

Mount Vernon Daily Argus. Average 1905, 5,318. Westchester County's leading paper.

Newburgh News. daily. Av. 1905, 5,160. \$3,000 more than all other Newburgh papers combined

New York City.

New York American Agriculturist. Best farm and family agricultural weekly in Middle and Southern States. Circulates 100,000 copies weekly, of which 95,463 are actual paid subscribers, as per count of June 1, 1905. The extraordinary character and purchasing power of its readers is emphasized by the fact that AMERICAN AGRICULTURIST'S subscribers in New York include every postoffice in the State. In New Jersey it goes to 77% of all the postoffices; in Delaware 87%, in Pennsylvania 74%, in Ohio 85%, and to 80% to 40% of the postoffices in the Southern States. All advertisements guaranteed.

American Magazine (Leslie's Monthly). Present average circulation, 256,104. Guaranteed average, 250,000. Excess, 75,296.

Army & Navy Journal. Est. 1883. Actual weekly average for 52 issues, 1905, 9,442 (©).

Baker's Review monthly. W. R. Gregory Co., publishers. Actual average for 1905 5,008.

Benziger's magazine, family monthly. Benziger Brothers, Average for 1904, 27,025, present circulation, 50,000.

Chipper, weekly (Theatrical). Frank Queen, Pub. Co., Ltd. Aver. for 1905, 26,228 (©).

Gaelic American, weekly. Actual average for 1904, 8,179; for 1905, 28,989.

Haberdasher, mo., est. 1881. Actual average for 1905, 7,166. Binders' affidavit and Post Office receipts distributed monthly to advertisers.

Hardware Dealers' Magazine, monthly. In 1905, average issue, 19,020 (©). D. T. MALLETT, Pub., 253 Broadway.

Leslie's Weekly. Actual aver. year end, Aug. 1904, 69,077. Pres. av. over 85,000 weekly.

Music Trade Review, music trade and art weekly. Average for 1904, 5,509.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, **11,001**. Actual weekly average for 1904, **14,918**. Actual weekly average for 1905, **15,090** copies. Actual weekly average for the first seventeen weeks in 1906, ending April 25, **16,250** copies.

Rochester Case and Comment, mo. Law. Av. for 1904, 50,000; 6 weeks average, 50,105.

Schenectady Gazette, daily. A. N. Decty. Actual average for 1904, 12,574; 1905, 15,058.

Syracuse Evening Herald, daily. Herald Co., pub. Aver. 1905, daily 55,552, Sunday 40,098.

The People's Home Journal, 544,541 monthly. Good literature. 444,667 monthly, average circulations for 1905—all to paid-in-advance subscribers. F. M. Lupton, publisher.

The Tea and Coffee Trade Journal. Average circulation for 1905, 4,205 (©); March, 1906, issue, 6,694 (©).

The Wall Street Journal. Dow, Jones & Co., publishers. Daily average 1905, 15,158.

The World. Actual aver. for 1905, Morn., 505,490. Evening, 571,706. Sunday, 411,074.

Utica National Electrical Contractor, mo. Average for 1905, 2,645.

Utica Press, daily. Otto A. Mayer, publisher. Average for 1905, 14,589.

NORTH CAROLINA.

Raleigh Billial Recorder, weekly. Av. 1905, 8,872. Ar. 1904, 9,756. Ar. for 1905, 10,306.

Raleigh Evening Times. Leads all afternoon papers in circulation between Richmond and Atlanta. Full A. P. dispatches. Actual daily average 1905, 4,251; weekly Times, 2,040.

Raleigh News and Observer. N. C.'s greatest daily. Sworn average 1905, 10,202, more than double that of any other Raleigh daily, 40% greater than that of any other daily in the State.

OHIO.

Ashtabula American Sanomat. Finnish. Actual average for 1905, 10,766.

Columbus Hunter-Trader-Trapper, monthly. Actual average circulation 1905, 22,708.

Dayton Herald, evening. Circ., 1905, 17,518. Largest in Dayton, paid at full rates.

Youngstown Vindicator. Dy. ar. '05, 12,910; Sy. 10,178; LaCorte & Maxwell, N.Y. & Chicago.

Zanesville Times-Recorder. Sworn average 1905, 10,564. Guaranteed double nearest competitor and 50% in excess combined competitors.

OKLAHOMA.

Oklahoma City The Oklahoman. 1905 aver. 11,161. Mar., '06, 12,661. E. Kaz. Agent, N.Y.

OREGON.

Portland Journal. Dy. and Sy. Actual aver. for Feb., 1906, 25,254. Aver. year '05, 21,926.

PENNSYLVANIA.

Chester Times, evig d'y. Average 1905, 7,740. N. Y. office, 230 B'way. F. H. Northrup, Mgr.

Erie Times, daily. Aver. for 1905, 15,245, March, 1906, 16,799. E. Katz, Sp. Ag., N. Y.

Harrisburg Telegraph. Sworn ar., Mar., 18,231. Largest paid circula't'n in H'bg, or no pay.

Philadelphia Confectioners' Journal, mo. Av. 1904, 5,004; 1905, 5,470 (©).

Philadelphia German Daily Gazette. Average circulation, 1905, daily 51,508; Sunday, 44,466; sworn statement. Circulation books open.

Philadelphia Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1905, 5,032,666. Printers' Ink awarded the seventh Sugar Bloat to Farm Journal for the reason that "that paper, among all those published in the United States,"

"has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns." "Unlike any other paper."





Philadelphia. The Press is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Mark and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn daily average for 1903, 106,600; Sunday average March, 1906, 150,738.

"In Philadelphia nearly everybody reads THE BULLETIN."

The Philadelphia BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of March, 1906:

1.....	228,302	17.....	231,193
2.....	229,766	18.....	Sunday
3.....	228,716	19.....	230,192
4.....	Sunday	20.....	231,045
5.....	231,350	21.....	231,073
6.....	229,688	22.....	231,072
7.....	230,945	23.....	228,957
8.....	230,194	24.....	243,856
9.....	228,826	25.....	Sunday
10.....	229,772	26.....	230,065
11.....	Sunday	27.....	227,361
12.....	226,609	28.....	240,048
13.....	223,815	29.....	234,757
14.....	228,584	30.....	230,616
15.....	213,794	31.....	229,286
16.....	229,394		

Total for 31 days, 6,204,356 copies.

NET PAID AVERAGE FOR MARCH.

229,790 copies a day

THE BULLETIN'S circulation figures are net: all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher.
PHILADELPHIA, April 3d, 1906.



West Chester. Local News daily. W. H. Hodgson. Average for 1905, 15,297. In its 34th year, independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Williamsport. *Girl America's Greatest Weekly.* Average 1905, 226,715. Smith & Thompson, Props., New York and Chicago.

York. Dispatch and Daily. Average for 1905, 15,551. Enters two-thirds of York homes.

RHODE ISLAND.

Pawtucket. Evening Times. Average circulation, 16,853 for 1905.

Providence. Daily Journal, 17,625 (©©). Sunday, 20,535 (©©). Evening Bulletin 27,725 average 1904. Providence Journal Co. pubs.

Westerly. San. Geo. H. Utter, pub. Aver. 1905, 4,467. Largest circulation in Southern R. I.

SOUTH CAROLINA.

Charleston. Evening Post. Actual dy. average for 1905, 4,505.



Columbia. State. Actual average for 1905, daily 9,587 copies (©©); semi-weekly, 2,625. Sunday '05, 11,072 (©©). Actual average July to Dec. 31, '05, daily 10,153; Sunday 11,524.

TENNESSEE.



Knoxville. Journal and Tribune. Daily average year ending Dec. 31, 1905, 15,012 (©). Weekly average 1904, 14,517.

One of only three papers in the South, and only paper in Tennessee awarded the Guarantee Star. The leader in news, circulation, influence and advertising patronage.

Knoxville. Sentinel. Average 1905, 10,562. Led nearest competitor 11,000 in advertising, 1904, 6 days vs. 7.

Memphis. Commercial Appeal, daily, Sunday, weekly. Average 1st 9 mos. 1905, daily 53,126; Sunday, 55,497; weekly, 81,822. Smith & Thompson, Representatives N. Y. & Chicago.

March Advertising in Memphis.

Commercial Appeal

	Local	Foreign	Classified	Tot. In.
1906	23,346	8,065	10,120	41,531

Total for March, 1905, 35,322

Gain over March, 1905, 6,209

News-Scimitar

	Local	Foreign	Classified	Tot. In.
1906	12,672	3,200	5,604	21,476

Total for March, 1905, 27,834

Loss from March, 1905, 6,358

Excess of COMMERCIAL APPEAL

OVER News-Scimitar:

	Local	Foreign	Classified	Total
1906	10,674	4,865	4,516	20,055

SUMMARY.

The COMMERCIAL APPEAL carried almost 100 per cent more advertising in March, 1906, than the News-Scimitar. The COMMERCIAL APPEAL's local advertising was 2,000 inches more than the combined local and foreign advertising of the News-Scimitar. The COMMERCIAL APPEAL gained 6,209 inches as against March, 1905, while the News-Scimitar lost 6,358 inches.

THAT TELLS THE STORY!

Nashville. Banner, daily. Aver. for year 1905, 8,772; for 1904, 20,705; for 1906, 20,227.

TEXAS.

Denton. Record and Chronicle. Daily av. 1905, 974. Weekly av., 2,141. The daily and weekly reach nearly 50 per cent of the tax paying families of Denton county.

El Paso. Herald. Av. '05, 5,011; Feb. '06, 5,568. Merchants' canvass showed HERALD in 86% of El Paso homes. Only El Paso paper eligible to Roll of Honor. J. P. Smart, 150 Nassau St., N. Y.

San Angelo. Standard, weekly. Average for 1904, 2,909.

VERMONT.

Barre. Times, daily. F. E. Langley. Aver. 1905, 3,527, for last six months, 2,691.

Burlington. Free Press. Daily av. '05, 6,558. Now 7,200, or more. Largest city and State circulation. Examined by Asso. of Amer. Adv.

Burlington. News, daily, evening. Actual daily average 1904, 6,018; 1905, 6,886; December, 1905, 7,491.

Montpelier. Argus. Actual daily average 1905, 2,242.

Rutland. Herald. Average 1904, 2,527; Average 1905, 4,286.

St. Albans. Messenger, daily. Actual average for 1905, 2,051.

VIRGINIA.

Norfolk. Dispatch. Average 1904, 9,400; 1905, 11,600. Dec., '05 av. 12,656. Largest circ'n.

Norfolk. Landmark (©©). Leading home paper. Circ. genuine. No pads. H. K. & C. Co., Sp'l.



Richmond. Times-Dispatch, morning.

Actual daily average year ending December, 1905, 20,576. High price circulation with no waste or duplication. In ninety percent of Richmond homes. The State paper.

WASHINGTON.

Olympia. Recorder-evening. Just increased to 6 pages daily, 14 pages Saturdays.

Tacoma. Ledger. Daily average 1905, 15,544; Sunday, 20,335; weekly, 9,642.

Tacoma. News. Daily average 5 months ending May 31, 16,527. Saturday issue, 17,495.

WEST VIRGINIA.

Parkersburg. Sentinel, daily. R. E. Hornor, pub. Average for 1905, 2,142.

Wheeling. News. Daily paid circ., 11,196. Su. day paid circ., 11,857. For 1905. Guarantees a paid circulation equal to any other two Wheeling papers combined.

WISCONSIN.

Janeville. Gazette, d'ly and s-w'ly. Circ'n—average 1905. Daily 5,149; semi-weekly 5,059.

Madison. State Journal, d'y. Circulation average 1905, 5,452. Only afternoon paper.

Milwaukee. Evening Wisconsin, d'y. Av. 1905, 26,648; March, 1906, 28,049 (©©).



Milwaukee. The Journal, even. Average 1905, 40,517; Mar. 1904, 42,607. The paid daily circulation of The Milwaukee Journal is double that of any other evening and more than is the paid circulation of any Milwaukee Sunday newspaper.

Oakland. Northwestern, daily. Average for 1904, 7,251. Average for the year, 1905, 7,658.



THE WISCONSIN AGRICULTURIST.

Racine, Wis., Est. 1871, weekly. Actual av. for 1905, 41,734; for year ended April 8, 1906, 42,944. Has a larger circulation in Wisconsin than any other paper. Adv. \$1.50 an inch. N. Y. Office, Temple Court. W. C. Richardson, Mgr.

WYOMING.

Cheyenne. Tribune. Actual daily average net for 1905, 4,511.

BRITISH COLUMBIA.

Victoria. Colonist, daily. Colonist P. & P. Co. Av. for 1904, 42,556 (3¢); for 1905, 4,503.

Vancouver. Province, daily. Average for 1905, 8,687; March, 1906, 9,401. H. DeClerque, U. S. Rep'r. Chicago and New York.

MANITOBA, CAN.

Winnipeg. Free Press, daily and weekly. Average for 1905, d'ly, 50,048; weekly, 15,654. Daily, March, 1906, 55,125.

Winnipeg. Telegram. Daily av. '05, 18,707; last three months 20,577. (Sat. 25,000).

Winnipeg. Der Nordwesten, Canada's German Family and Agricultural Weekly. Reaches all the German-speaking population of 900,000—its exclusive field. Av. for the year end, March, 1906, 14,954; av. for last six months, 15,805.

Norfolk's Newspapers Consolidate

NORFOLK LEDGER } Consolidated
NORFOLK DISPATCH } April 17, 1906.
NOW

The Ledger-Dispatch

The combination now occupies the exclusive afternoon newspaper field in Norfolk, Va., with a consolidated circulation 80 per cent greater than its nearest competitor, 33½ per cent greater than all other Norfolk newspapers combined, and with double the city circulation of any other Norfolk newspaper.

With the Newport News *Times-Herald*, owned and published by the same corporation, the Great Tidewater Virginia Section, with a population of over 175,000, is *exclusively* and completely covered.

Now One of the South's Most Conspicuous Newspapers.

S. L. SLOVER,
President and Manager.

SMITH & THOMPSON,
Foreign Advertising Representatives,
NEW YORK. : : : CHICAGO.

NEW BRUNSWICK, CAN.

St. John. Star. Actual daily average for October, November, December, 1904, 6,091.

NOVA SCOTIA, CAN.

Halifax. Herald (©©) and Evening Mail. Circulation, 1905, 15,558. Flat rate.

ONTARIO, CAN.

Toronto. Canadian Implement and Vehicle Trade, monthly. Average for 1905, 6,033.

Toronto. The News. Sworn average daily circulation for year ending Dec. 31, 1905, 38,282. Advertising rate 50c. per inch. Flat.

Toronto. Star, daily. Daily average February, 1906, 41,958 copies.

PRINCE EDWARD ISLAND.

Charlottetown. Guardian. Daily and tri-weekly. Sworn average 1905, 6,171. Flat rate.

QUEBEC, CAN.

Montreal. La Presse. La Presse Pub. Co. Ltd., publishers. Actual average 1904, daily 80,259; 1905, 96,771; weekly, 48,207.

Montreal. Star, dv. & wy. Graham & Co. Av. for 1904, dv. 54,795, wy. 125,240. Av. for 1905, dv. 58,125, wy. 126,507.

Sherbrooke. Daily Record. Average 1905, 6,152; February, 1906, 6,392.

PRINTERS' INK Roll of Honor has contained the card of the *Democrat* since very soon after the Roll of Honor was established, and it has beyond doubt been of inestimable value. I am able to trace new business direct to it; but aside from this feature, I consider it well worth more than its cost if it does nothing more than notify my old advertisers that the *Democrat* still has a sworn circulation and is eligible to the Roll of Honor.—F. C. Parsons, Publisher "*Democrat*," Cortland, N. Y., March 10, 1906.

I believe that the Roll of Honor is an excellent department and worthy of the support of all publishers, because it represents a principle which I think is helpful to newspaper interests generally. As far as benefits are concerned I feel that the advertisers in the particular trade to which the *Review* appeals are more interested in the character and general principles expounded by a publication than in any large advertising circulation. Most of our advertisers are known personally to some member of our staff, and they acquaint themselves through their own travelers and dealers with the general circulation and influence of the various trade papers. They are influenced by these reports more than any circulation statement which may be made.—Edward Lyman Bill, Editor and Proprietor the "*Music Trade Review*," New York, March 19, 1906.

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,146 publications listed in the 1906 issue of Rowell's American Newspaper Directory, one hundred and twelve are distinguished from all the others by the so-called gold marks (◎◎).

WASHINGTON, D. C.

THE EVENING AND SUNDAY STAR (◎◎). Reaches 90% of the Washington homes.

GEORGIA.

ATLANTA CONSTITUTION. Aver. 1905, Daily \$8,590 (◎◎). Sunday 48,781. Wp. '04, 107,925.

ILLINOIS.

GRAIN DEALERS JOURNAL (◎◎). Chicago. Largest circulation; best in point of quality.

BAKERS' HELPER (◎◎). Chicago. Only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MAINE.

THE LEWISTON EVENING JOURNAL (◎◎) is the only Gold Mark paper in all Maine.

MASSACHUSETTS.

BOOT AND SHOE RECORDER, Boston (◎◎) greatest trade paper; circulation universal.

BOSTON PILOT (◎◎), every Saturday. Roman Catholic. Patrick M. Donahoe, manager.

BOSTON EVENING TRANSCRIPT (◎◎), established 1830. The only gold mark daily in Boston.

Boston. Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

TEXTILE WORLD RECORD (◎◎). Boston. Is the "Bible" of the textile industry. Send for booklet, "The Textile Mill Trade."

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

MINNESOTA.

NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

THE NEW YORK TIMES (◎◎). Largest high-class circulation.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation. Influence and prestige.

THE CHURCHMAN (◎◎). Est. 1844; Saturdays; Protestant-Episcopal. 47 Lafayette Place.

THE IRON AGE (◎◎), established 1855. The recognized authority in its representative fields.

ELECTRICAL REVIEW (◎◎) covers the field. Read and studied by thousands. Oldest, ablest electrical weekly.

ENGINEERING NEWS (◎◎).—An acknowledged authority.—Tribune, Lawrence, Kan. News prints more transient ads than all other technical papers: 1½¢ & 3¢ a word. Try it.

HARDWARE DEALERS' MAGAZINE.

In 1905, average issue, 19,000 (◎◎).

D. T. MALLETT. Pub. 263 Broadway, N. Y.

STREET RAILWAY JOURNAL (◎◎). The standard authority the world over on street and interurban railroading. Average weekly circulation during 1905 was 8,100 copies.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York Herald first.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (◎◎), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

ELECTRICAL WORLD (◎◎), established 1874. The great international weekly. Circulation audited, verified and certified by the Association of American Advertisers to be 30,339 average weekly from January 6th to March 3d, 1906.

OHIO.

CINCINNATI ENQUIRER (◎◎). Great—influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N.Y.-Chicago.

PENNSYLVANIA.

THE PRESS (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper sworn daily average 1905, 106,600; Sunday average March, 1906, 150,738.

THE PUBLIC LEDGER (◎◎)—Independence Hall and Public Ledger are Philadelphia's landmarks; only paper allowed in thousands of Philadelphia homes. Circulation now larger than in 70 years. PUBLIC LEDGER gained 1,385 columns advertising in five months ending Dec. 1st, 1905, over same period 1904.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburg field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

SOUTH CAROLINA.

THE STATE (◎◎), Columbia, S. C. Highest quality, largest circulation in South Carolina.

THE NEWS AND COURIER (◎◎), Charleston, S. C. Paid circulation of highest class in every part of South Carolina and adjoining States.

TENNESSEE.

THE TRADESMAN (◎◎) Chattanooga, Tennessee; semi-monthly. The South's authoritative industrial trade journal.

VIRGINIA.

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), the only gold mark daily in Wisconsin. Less than one thousand of its readers take any other Milwaukee afternoon newspaper.

CANADA.

THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation 15,533, flat rate.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

CALIFORNIA.

THE BILLBOARD for musicians, vocalists and lecturers. San Francisco, 37 Phelan Bldg., 806 Market St.

COLORADO.

THE Denver Post, Sunday edition, April 15, 1906, contained 5,936 different classified ads, a total of 112 910 columns. The Post is the Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is 5c. per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn., RECORD covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

DISTRICT OF COLUMBIA.

THE EVENING AND SUNDAY STAR, Washington, D. C. (© C.), carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

GEORGIA.

CLASSIFIED advertisements in the PRESS, of Savannah, Ga., cost one cent a word—three insertions for price of two—six insertions for price of three.

ILLINOIS.

THE Champaign News is the leading Want ad medium of Central Eastern Illinois.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

THE BILLBOARD for privilege men and concessionaires. CHICAGO, 87 S. Clark, Room 61.

PEORIA (ILL.) JOURNAL reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Bureau, and that's why the DAILY NEWS is Chicago's "want-ad" directory.

INDIANA.

THE Terre Haute STAR is the recognized Want-Ad medium of Terre Haute.—Results have made it so; one-cent per word.

THE Muncie STAR is practically the only classified medium in Muncie, Delaware County, and seven adjoining counties.

More classified ads are printed daily in the Muncie STAR than in all other papers in its territory combined.

DURING the month of January, 1906, The Indianapolis STAR published over 88,000 lines of classified advertising. In the same month in 1905 the STAR published 64,935—showing a gain of 23,155 lines.

This argument in itself is strong enough to show the prestige of the Indianapolis STAR and the pulling power of its advertising columns.

THE Star League, consisting of the Indianapolis STAR, Muncie STAR and Terre Haute STAR, general offices at Indianapolis, are leaders collectively and individually in the volume of classified advertising carried. Rate in each, one cent per word; combination rate, two cents per word.

If you want results from classified advertising in Indiana, use the Star League.

THE Indianapolis NEWS during the year 1905 printed 96,932 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 296,941 separate paid Want ads during that time.

IOWA.

THE Des Moines CAPITAL guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week; Saturday the big day.

THE Des Moines REGISTER and LEADER, only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

THE BOSTON GLOBE, daily and Sunday, in 1905, printed a total of 427,227 classified ads. There were no trades, deals or discounts. There was a gain of 9,999 over 1904, and was 15,847 more than any other Boston paper carried in 1905.



25 CENTS for 30 words, 5 days.

DAILY ENTERPRISE, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper; result better; circulation in excess of 13,500; 1c. word; 5c. subsequent.

MINNESOTA.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers, which is 20,000 odd each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line, Daily or Sunday.

THE Minneapolis Daily and Sunday JOURNAL carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed.

Correct statement of classified Wants printed in March, 147,014 lines. Individual advertisements, 23,385.

Circulation, 1903, 57,039; 1904, 64,334; 1905, 67,588. First three months 1906, 69,082. The average Sunday circulation, 69,384.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulation (1905). 11,144; Sunday, 13,388.

NEBRASKA.

L INCOLN JOURNAL AND NEWS. Daily average 1905, 27,092, guaranteed. Cent a word.

NEW JERSEY.

DAILY ENTERPRISE, Burlington—Want medium of the county; 1c. word; results sure.

ELIZABETH DAILY JOURNAL—Leading Home paper; 10 to 24 pages. Only "Want" Medium. Cent-a-word. Largest circulation.

NEWARK, N. J., FREE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

THE POST-EXPRESS is the best afternoon Want ad-medium in Rochester.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

THE BILLBOARD for actors, actresses and performers. New York, 1440 B'way, Room 8.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

BUFFALO NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for Want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, ad-writing, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat; six words to a line. Sample copies, ten cents.

NORTH DAKOTA.

GRAND FORKS HERALD, Circ. Sept. '05, 6,515. Examination by A. A. A., June '05. Biggest Daily in N. D. La Cote & Maxwell, N. Y. Rep's.

OHIO.

YOUNGSTOWN VINDICATOR—Leading "Want" medium. 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 12,661. Publishes more Wants than any four Okla. competitors.

OREGON.

PORTLAND JOURNAL, Daily and Sunday leads in "Want ads," as well as in circulation, in Portland and in Oregon.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper.

WHY DON'T YOU PUT IT IN
THE PHILADELPHIA BULLETIN?
Want Ads. in THE BULLETIN bring
prompt returns, because "in Phila-
delphia nearly everybody reads
THE BULLETIN."
Net daily average circulation for
March, 1906:
229,790 copies per day.
(See Roll of Honor column.)

SOUTH CAROLINA.

THE Columbia STATE (☉☉) carries more Want ads than any other S. C. newspaper.

VIRGINIA.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (25,575 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified advts., one cent a word per insertion, cash in advance; no advertisement counted as less than \$5 words; no display.

BRITISH COLUMBIA.

VICTORIA COLONIST, Oldest established paper (1857). Covers entire Province. Greatest Want Ad medium on the Canadian Pacific Coast. W. Clarence Fisher, 634 Temple Court Bldg., N. Y., Special Eastern Agent.

CANADA.

THE Halifax HERALD (☉☉) and the **MAIL**—Nova Scotia's recognized Want ad mediums.

THE CHARLOTTETOWN GUARDIAN, Prince Edw. Island's classified medium; 1c. word; 2c. week.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 95,825. Saturdays 113,892—sworn to.) Carries more want ads than any French newspaper in the world.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The **FAMILY HERALD** and **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

ONE of the greatest wastes of all is the wrong kind of copy. Here the responsibility is very often up to the advertiser. As a rule the man who spends money for advertising is a pretty big, successful business man, who has risen to the job of "boss" by downright hard work and force of personality. He has learned to depend on his own judgment, and as a rule he has quite positive ideas as to what kind of copy should fill his advertising space. If his judgment happens to be good, then his copy is all right; otherwise, otherwise. Frequently it is "otherwise."

ANOTHER large advertisement has made its appearance in a western daily—this time in the **Commercial-News**, of Danville, Illinois. In a recent issue a local advertiser occupied seven pages of space, which is doing very well for a place no larger than Danville. The average circulation of the **Commercial-News** for 1905 was 8,579. Payne & Young are agents in the foreign field.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

137 Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months, in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES:

Advertisements 20 cents a line, pearl measure, 15 lines to the inch (\$3); 200 lines to the page (\$40).

For specified position selected by the advertisers, if granted, double price is demanded. On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

Advertisers to the amount of \$10 are entitled to a free subscription for one year, if demanded.

CHARLES J. ZINGG,
Editor and Manager.

OFFICES: NO. 10 SPRUCE ST.
London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, MAY 2, 1906.

PRINTERS' INK is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.

THE Pittsburg *Leader* announces that after May 1 its advertising rate will be flat, it being the first daily in that city to adopt this policy.

THE *Dispatch* and *Public Ledger*, afternoon dailies in Norfolk, Va., have been merged as the *Ledger-Dispatch*. S. L. Stover is business manager of the new daily.

MR. HARRY ST. JOHN, advertising manager of the Decatur, Ill., *Herald*, called upon the Little Schoolmaster last week. The *Herald* is a young member of the celebrated group of newspapers known as the Star Galaxy.

MRS. LAVINIA FOY, who died recently in New Haven, Conn., at the age of ninety-three, was reputed to be the inventor of the modern corset. She left \$2,-000,000.

RECENT changes in the disposal of space give *Every Evening*, of Wilmington, Del., possession of its entire building, and makes it the largest newspaper plant in that State.

H. M. THURBER, of Chicago, has been appointed Eastern representative of the Currier-Boyce publications of that city, with offices in the Flatiron Building, New York.

THE Smith Premier Typewriter Company has put forth a handy-sized catalogue of typewriter supplies of all sorts, which just fits a desk pigeon-hole, and is useful enough to be preserved.

By a change in its formula, "Peruna" has been taken out of the class of medicines that must be sold under liquor laws. This change has the approval of the Internal Revenue Department.

THE books and publishing plant of Herbert S. Stone & Co., Chicago, publishers of the *House Beautiful*, have been merged with the business of Fox, Duffield & Co., book publishers, New York.

BICYCLE BUSINESS GOOD.

Contracts have just been awarded for building two big additions to the bicycle factory of the Pope Manufacturing Co., at Holyoke, Mass.

A NEW YORK bartender was recently fined for refilling bottles that had contained Cook & Bernheimer's Mount Vernon whiskey with inferior liquor. Such substitution can be punished when evidence is obtained, but the latter is not easily secured as a rule, and a widespread manipulation of bottled liquors has resulted.

J. W. MORGAN advertising agency, Temple Court, removes May 1st, to 44-60 East 23d street, New York City.

PRINTERS' INK is an effective and profitable medium for any first-class publication—and of no earthly good to a poor one.

THE W. F. Dobbs advertising agency, a three-year old, of Danbury, Conn., has recently moved to more commodious quarters in the Danbury News Building.

SINCE April 30th, 1906, the columns of the Cleveland, Ohio, *Plain Dealer* are of the same width as those of the New York *World*, Philadelphia *Press*, Philadelphia *Inquirer* and Boston *Herald*.

At Nashville, Tenn., recently, 3,350 college professors and students interested in missionary work listened to a paper by J. A. Macdonald, editor of the Toronto *Globe*, on "The Secular Press and Foreign Missions." Mr. Macdonald made a plea for fuller reports of foreign missionary work in the daily papers.

PROPRIETARY CORPORATION IN CANADA.

A syndicate called the Eastern Drug Co. Ltd., has been formed in Montreal, says the *Bulletin of Pharmacy*, whose purpose is to handle proprietary medicines only. Retail druggists are to secure dividends without owning stock. Gross profit in the lines to be dealt in ranges from 10 to 25 per cent. It is estimated that the cost of conducting the business will be about 60 per cent, leaving 40 per cent as net profit. One-half of this it is proposed to keep for the benefit of the concern itself, and the remainder will be distributed in quarterly dividends to retailers who buy the goods. Dividends will be estimated upon the purchases of each individual. A few months ago a large merger was effected in the National Drug and Chemical Co. of Canada.

THE place of publisher of the New York *Das Morgen Journal*, recently made vacant by the death of Nathan S. Cohen, has been filled by the appointment of M. J. Lowenstein, formerly business manager of the St. Louis *Star*.

BROOKLYN AGENCY IN-VADES NEW YORK.

The H. T. Meany Advertising Agency, of 371 Fulton street, Brooklyn, will open a New York office May 1 at 41 Park Row. The Brooklyn office will be maintained.

A NOVELTY sent out for spring trade by the Washington Shirt Co., Chicago, was a small folder entitled "Portrait of a Gentleman Who Would Look Well in a Washington Hat." Inside the reader found a small mirror, with hat pictures and prices. This novelty bore the imprint of E. N. Smock & Co., Chicago.

THE FIRST PAGE.

Mr. Geo. A. McClellan, general manager of the Star League papers, has renewed his contract for the first cover page of PRINTERS' INK for another year. The advertisements of the Star League appear alternately with those of the Lewis Publishing Company. The two concerns have held the front cover page of PRINTERS' INK for the past three years, and both have just renewed their contracts for the fourth year.

TRADEMARKS IN THE PHILIPPINES.

A new trademark act has been adopted for the Philippines. Separate registration is required, as United States trademarks do not extend to those islands. The fee is \$25.10. A prison sentence can be imposed for infringements, and a change is made from the old Spanish law, so that use of a mark without registration may now protect a valuable commodity. The full text of the law is given in the *Trade Mark Record* for April.

THE *Evening Telegraph*, Colorado Springs' only afternoon paper, has been purchased by C. F. Yeager, Edward F. McKay and C. E. Perry, all of whom have been prominently identified with its business and editorial management.

I WISH to add my little say in favor of PRINTERS' INK. It's the brightest and best publication I ever got hold of. The numbers I received the past year represent the best investment I ever made of \$2. It's in a class by itself and I wouldn't be without it at any cost.—*Fred Koester, Reed Bros. & Co., Millinery & Straw Goods, Cleveland, Ohio, April 21, 1906.*

THE "TRIBUNE" FUND FOR FRISCO RELIEF.

The Chicago *Tribune* has made a contribution of \$2,379.91 to the fund for the relief of the victims of the San Francisco disaster. This amount represents one cent for every copy of the *Tribune* of April 19, containing the first full account of the earthquake. The *Tribune* that day issued 237,991 copies.

WE are subscribers for PRINTERS' INK and have been for a number of years. Under no circumstances would we be without it, for in our opinion PRINTERS' INK is far superior to any publication of its kind. We find it to contain real information that is very valuable to every advertising agency and advertiser.—*H. W. Kastor & Sons Advertising Co., St. Louis, April 21, 1906.*

ACCEPT our congratulations for your special issue of April 18th. We have always regarded the Little Schoolmaster in the light of a necessity, and we are sure the large number of valuable suggestions contained, not only in this issue, but in every copy, will prove profitable and beneficial to every student of publicity.—*Eastern Advertising Co., 127 Quincy Street, Brooklyn, N. Y., April 21, 1906.*

SOME people have been sarcastic, or good enough to say that the issue of PRINTERS' INK for April 18 was the best ever issued. If it was, the advertisements of so many high-grade publications, which it contained, helped to make it so.

CIRCULATION MEN'S CONVENTION.

The annual convention of the National Association Managers of Newspaper Circulation is to be held in Louisville June 5-7. Preparations for the meeting are now well under way, and a local committee has been made up of four Kentuckians—D. B. G. Rose, Louisville *Evening Post*; Edward Armstrong, Louisville *Herald*; F. S. Reid, Lexington *Herald*, and S. A. Hill, Paducah *Sun*.

HISTORICAL.

In celebration of its seventieth anniversary the Philadelphia *Public Ledger* has issued a folder containing a fac-simile of its first number, dated March 25, 1836. Fifty-eight ads were printed in this issue, measuring 1,064 lines. On its seventieth birthday the *Ledger* printed 2,597 ads, measuring 21,600 lines. Saturday, December 20, 1905, was highwater mark in the paper's history, 26,657 lines being printed, 1,428 separate ads.

MAY MOVINGS.

James F. Antisdell, the special agent, is to move from the Tribune Building, New York, to 9 West 29th street by May 1. Mr. Antisdell's list includes the Des Moines *News*, Louisville *Herald*, Minneapolis *News*, St. Paul *News*, Kansas City *World*, and Omaha *News*. He is agent for the "Clover Leaf" papers.

The H. B. Humphrey agency, Boston, is to move from quarters opposite the *Globe*, in Washington street, to new offices in the Gilman Building, 44 Federal street.

Wilshire's Magazine, New York, is to come downtown to 200 William street. The present offices are at 125 East 23d street.

THE Association of American Advertisers have made an examination of the circulation of the *Woman's Magazine* of St. Louis, and report as follows:

Total output, average for 1905....1,545,905
Total unpaid, average for 1905.... 455,253

Net paid, average for 1905.....1,090,652

WILLIAM R. ROWE who has taken charge of the New York *Journal* as business manager, is thirty-four years old, and grew up on Pittsburg dailies, being connected in various capacities with the *Gazette*, *Chronicle-Telegraph*, *Press* and *Gazette* of that city. T. T. Williams continues as business manager of the New York *American*.

THE Spring and Summer "Style Book" of Regal shoes, is above the usual shoe catalogue in interest. During the past season some of the Regal models have been advanced from \$3.50 to \$4, and the cause for the increase is shown in the catalogue by means of a chart, upon which is traced the rise in the cost of raw hides and finished leathers during the past ten years. During this period the average cost of these staples increased 52 per cent.

NORTHWESTERN PUBLISHERS DINE.

On April 17 the quarterly meeting and banquet of the North Star Daily Press Association was held in St. Paul. This organization is made up of publishers of dailies in the smaller cities of Minnesota and the Dakotas. H. L. Wilson, of Grand Forks, is president of the association; C. E. Wise, Mankato, is vice-president and W. E. Easton, of Stillwater, is secretary and treasurer. Among those who attended were:

Fred Schilpin and J. R. Jerrard, St. Cloud, Minn.; W. E. Easton, Stillwater, Minn.; F. A. Day, C. L. Dotson, H. H. Hurley, Albert Lea, C. E. Wise and F. M. Hunt, Mankato, Minn.; A. W. Ransome, Watertown, S. D.; H. L. Wilson and W. A. Moore, Grand Forks, N. D.; E. K. Whitney, Owatonna, Minn.; S. C. Theis and J. F. Dean, of St. Paul.

A NEW weekly, the *Pure Food Bulletin*, has appeared in Chicago. Its purpose is to furnish news of food laws and other trade information to food manufacturers.

CIGAR STORES TO BE REBUILT.

Ten stores of the United Cigar Stores Co. were destroyed in the San Francisco disaster. The loss was \$300,000. The company immediately announced that twenty would be constructed in their place. Half-page ads were printed to this effect in prominent dailies throughout the country as a means of testifying the company's confidence in San Francisco's future.

A HISTORIC DRY GOODS STORE.

The B. H. Gladding Dry Goods Co., of Providence, R. I., has a past that makes it the oldest dry goods store in America, it is said. Some notes on its history were recently published in the *Pawtucket Evening Times*. Benjamin Thurber and a partner established the business nearly a century and a half ago, and it was advertised in the *Providence Gazette* as "the best and largest shop and store in Providence, at the Sign of the Bunch of Grapes, at the North End of the Town." George W. Gladding, who started in business in 1805, bought the Thurber store in 1807, with Mathew Watson as partner. The old sign was acquired in name only, for the Thurber family kept the original many years, and it is now preserved by the Rhode Island Historical Society. A new sign was made by Messrs. Gladding and Watson, and this, now a century old, still swings from the entrance in summer, but is taken in every fall. William Armour and two partners bought the business in 1887 and reorganized it as the B. H. Gladding Dry Goods Co., whose officers at present are William E. Aldred, president; Arthur L. Aldred, vice-president; William Armour, treasurer; James Cannell, secretary.

"As Others See Us" is the suggestive title of a booklet from the Sacramento, Cal., *Evening Bee*. In addition to several pages of facsimile testimonial letters from advertisers, it contains illustrations of the publication building, and a reduced circulation statement for 1905 in detail, showing an average issue of 10,977.

GOOD SHOWING IN DETROIT.

During the first three months of 1906 the average daily issue of the *Detroit Evening News*, according to a recent statement, was 113,266 copies, and for the *Sunday News-Tribune* 67,745 copies per issue. The *News* claims that for years its circulation in that city has equalled the number of accounts on the *Detroit Water Board* books. Since the consolidation of the *Morning Tribune* with the *News* last August advertisements appear in all editions throughout the day.

CORNER COUPON BARRED.

The Postoffice Department is notifying publishers that pages or forms inserted in a publication for the purpose of being detached to order goods, or for furnishing information, etc., are not considered mailable under second-class rates. The laws permit the insertion in such periodicals of nothing but advertisements "attached permanently to the same," and the Postmaster-General gives the following construction of the statute:

The word "permanently" as used in the statute can convey but one meaning, namely, that which is made a part of the periodical with the intention that it shall remain attached indefinitely. The law intends that the periodical shall remain a complete and unaltered whole.

This ruling does not interfere with subscription blanks slipped between the pages of a publication. It is a ruling that will work great inconvenience to advertisers and publishers, abolishing as it does methods of advertising that have been built up and maintained for years.

THE *Dakota Farmer*, of Aberdeen, S. D., is about to erect a new building, equipped throughout with a modern printing plant. For 1905, the average number of copies printed per issue by the *Dakota Farmer* was 36,921. In the eastern field Wallace C. Richardson is the representative.

SOWING AND REAPING.

The mere fact that many newspapers allow the agent's commission to advertisers who place business direct does not make the practice either expedient or honest. When publishers complain that advertising belonging to them goes into the magazines, is it not high time to consider whether the newspapers are not in fact simply reaping what they have been sowing for years? Vaulting ambition for profits has o'erleaped itself. It seems like copy-book morality to say that in the long run the only wise way to do business is the honest way. It is unfortunate that men who hold their heads as high as newspaper publishers do should need to be reminded that the methods of some of them do not square with the elemental rules of upright dealing.

A plain every-day commercial house, making no pretense of teaching or guiding the public, would scorn the dishonesty of two prices. It would not defraud one customer by inducing him to pay a higher price than that for which the same goods under the same conditions are delivered to another customer. A mere merchant with no claim to superior intelligence would recognize that sooner or later double-dealing reacts with fearful force upon him who is guilty of it.

In the strict sense there can be no such thing as a "commission" to a direct advertiser. How can a commission be paid when there is no intermediary between the contracting parties?

An unfair discount to an advertiser is not made respectable by calling it a commission.—*The Fourth Estate*.

MAGAZINE MEN AT ATLANTIC CITY.

The annual dinner of the Periodical Publishers' Association, made up of magazine publishers, will be held May 4 at the Marlborough-Blenheim, Atlantic City. A special train goes from New York and Philadelphia that day, returning the next afternoon. The committee in charge is composed of:

Cyrus K. Curtis, *Ladies' Home Journal*, chairman; John S. Philips, *McClure's*; Conde Nast, *Collier's*; Frederic L. Colver, *American Magazine*; William B. Howland, *Outlook*; Arthur W. Little, *Pearson's*; Arthur C. Vance, *Woman's Home Companion*; Edward Bok, *Ladies' Home Journal*; Edward E. Higgins, *Success*.

AWAKENING.

CHICAGO, April 18, 1906.

Editor of PRINTERS' INK:

I am in receipt of your favor of the 14th inst. Let me say in the first place that the plan to which you refer is not any organic part of the American Newspaper Publishers' Association. The idea of a sort of federation of certain papers in the country was first talked over between the *Chicago Tribune* and the *Chicago Daily News*. Mr. Medill McCormick and I thought that we would see how the idea struck a few more of the publishers and invited Mr. Knapp of St. Louis, Mr. Brown of Indianapolis and Mr. Geo. Booth of Detroit to come to Chicago for a conference in reference to the matter. This was done in January last. After a somewhat prolonged discussion of the subject, it was decided among us to invite thirty-five or forty of the leading papers of the country to a conference on the subject. This invitation was sent out and about twenty-five papers responded and were present at a dinner in New York on Wednesday night of the annual meeting of the Association. The matter was discussed at length, both by the publishers present, and by some of the solicitors on the different papers, who are engaged in securing general business for their different papers. Some of the difficulties and drawbacks to the situation were revealed by these men, who had definite and specific experience and who could verify their experience by specific instances. It was finally voted that the writer appoint a committee to take this matter up further and submit a plan to the papers for the furtherance of our purpose. This committee consists of Mr. Medill McCormick of the *Chicago Tribune*, Mr. Taylor of Boston, Mr. Gunnison of Brooklyn, Mr. McLean of Philadelphia, and Mr. Brown of Indianapolis. Mr. McCormick is away on account of his health, in California, and authorized the writer to act for him until his return.

Consequently at the first meeting of this committee, held on April 10th in New York, I was present in Mr. McCormick's place. The result of that meeting will appear in a plan which is now being worked out by the different members of the committee, which in its composite form, will be presented to the newspapers, to see whether they will agree to certain things. The plan is not yet completed, but when it is, it will be public property, and I shall be glad to give you a copy. The plan so far includes simply an agreement on the part of the newspapers joining the federation to do and not do certain specific things. If we have a satisfactory response from the papers the plan will be put into effect as a first step; and when the feet of those newspapers adopting it, as the months go by, begin to be firmly fixed on the rock in front of them, the purpose is to try and take another step and gradually work out some revolution in regard to some of the present unfortunate methods which prevail in the publication of daily newspapers. Very truly yours,

S. S. ROGERS.

Advertising agents and some others will have an active interest in the movement outlined in the letter from S. S. Rogers, president of the American Newspaper Publishers' Association, which is printed above.

WIPED OUT BUT NOT ANNIHILATED.

In common with practically all the other business interests of San Francisco, the newspapers of that city suffered a total loss of buildings and publication plants. The *Examiner's* plant was first to go, evidently, being destroyed by the earthquake. The *Call's* magnificent building was burned soon after, the *Chronicle's* followed, and finally, after a last effort to get out papers, the building of the *Evening Bulletin* had to be abandoned to flames. San Francisco had also the *Evening Post*, *Commercial News and Shipping List*, *Journal of Commerce*, *Evening News*, *Morning Recorder* and the *News Bureau*, together with a German daily, two Chinese dailies, a French daily and an Italian daily. These are all gone, together with its long list of trade journals and general publications. Steps are being taken to restore them, however, and thirty-six hours after the disaster a consignment of linotype machines left New York for the Coast.

TIMELY CHARITY AD.

An effective use of advertising was made on Good Friday by the New York Society for Improving the Condition of the Poor. An article on the society's work, by Jacob A. Riis, published in the *Outlook* last summer was reprinted as a column ad in several New York dailies on that day. This society spent \$676 for newspaper and magazine advertising last year, and its solicitation of contributions by this means brought back \$2,400.

A MACHINERY ADVERTISING JOURNAL.

Emerson P. Harris announces a new advertising journal which will appear shortly, the *Selling Magazine*. Published monthly in the Postal Telegraph Building, New York, it will be devoted to the betterment of machinery advertising, dealing with methods in that field for those who already advertise and demonstrating the value of machinery advertising to manufacturers who don't. John A. Kershaw, formerly with the *American Machinist's* copy department, is editor, and Walter D. Gregory, lately one of the owners of the *Hub*, a carriage journal, is advertising manager.

THIS IS WHAT HURTS NEWSPAPERS.

As a sequel to the article published by PRINTERS' INK April 25, "Do Magazines Hurt Newspapers?" the following facts from the *Fourth Estate* are interesting. According to an officer of the G. H. Haulenbeck Advertising Agency, New York, the glove house of Julius Kayser & Co., of the same city, approached all the special agents in New York with a proposition to use their papers if the agents' commission were allowed them, they placing direct. This officer said:

The special agents who refused were: Hand, Knox & Cone Company, Bright & Verree, L. H. Crall Company, J. C. Wilberding, Perry Lukens, Jr., Smith & Thompson, Wallace Brooke, C. J. Billson, O'Mara & Ormsbee, Vreeland

Benjamin Company, Paul Block, Charles H. Eddy, James F. Antisdell, Williams & Lawrence, J. P. McKinney, David J. Randall, William J. Morton, F. St. John Richards, Dan A. Carroll, and possibly some others, of whose action in the matter I am ignorant.

Julius Kayser & Co. were unable to get into any papers in Philadelphia or in Boston. The only papers which accepted their business on the terms they asked in New York were the *Press* and the *Tribune*. The only paper in Omaha was the *Bee*; the only one in Chicago was the *Journal*; the only one in Buffalo the *Express*; the only one in Pittsburg the *Post*, and last but not least the *Clarion Call* in Dog Corners, I. T.

Some of the specials who took this business, for all or a number of their papers, were Stephen B. Smith, who accepted it for the *Pittsburg Post* and San Francisco *Call*. The S. C. Beckwith Company accepted the business for about three quarters of its papers. Mr. Beckwith explains that his papers forced him to take the business much against his will. Mr. Sheffield accepted the business for the *Buffalo Express* and *Binghamton Herald*, unwillingly, it is true, but the pressure brought to bear upon him by his papers was too strong to be resisted. D. Payton Bevan discovered that by allowing all the commission possible on the *Louisville Post* he could make a rate on both the *American* and *Post*, and yet at the same time have an order for the *American* that could be made to appear at rates. In other words, he let the tail wag the dog. Charles J. Brooks got the business for the *San Francisco Chronicle* but says he did not allow the commission. R. J. Shannon took the business and allowed the commission. R. F. R. Huntsman took it for the *Standard-Union* of Brooklyn. La Coste & Maxwell did not accept the business for a large number of papers, but finally took it for the *Grand Rapids Post*, the *Wilkes-Barre Leader* and the *Bridgeport Standard* at rates that would, they claim, protect any advertising agent.

GOOD RESULTS FROM A LINER.

A want ad, offering to purchase certificates issued by the Cable Piano Company in a contest held in Charleston, S. C., was inserted recently in the *Evening Post*, that city. There were only 110 of these certificates outstanding, and only sixty-five in the city. The first mail brought fifty-three offers to sell from city holders, or nearly eighty-two per cent of the entire number. Business Manager J. G. Morris, of the *Evening Post*, considers this a striking demonstration of that paper's influence in its own city.

THE Scranton, Pa., *Board of Trade Journal*, a publication devoted to advertising that city's advantages, will be edited and managed by Thomas L. Sexsmith, who goes to Scranton from Elmira, N. Y., for this purpose.

TO MERGE SOUTHERN METHODIST PAPERS.

The Methodist Church in the South has sixteen official papers. As this is deemed too many, plans for merging some of them will be taken up during the coming conference at Birmingham, Ala. This, it is believed, will result in larger circulations and better returns to advertisers.

A HEAVY DEATH LIST.

During the month of April there were recorded the deaths of an unusual number of men prominent in advertising and publishing.

Arthur B. Turnure, publisher of *Vogue*, died April 13 of pneumonia, at his home in New York City, after but a few days' sickness. He was forty-nine years old and leaves a widow and a son six years old. Mr. Turnure began publishing the *Art Interchange* after leaving college, later was interested in the *Art Age*, then went to Harper & Brothers as an art editor, and finally, in 1892, founded *Vogue*, with the late Harry McVickar as partner. Keenly interested in art and literary matters, he was also one of the organizers of the Grolier Club, and prominent in New York's social life. A man of strong opinions and a hard worker, he succeeded in building up in *Vogue* a weekly fashion journal that is not only unique in tone, but has become a valuable property in a field where there are many competitors.

On April 17 Colonel William Mayer died in Berlin, Germany, aged seventy-two. He was associated with C. B. Wolfram in publishing the *New York German Herald*, *New Yorker Revue*

and *Gross New Yorker Zeitung*. Twelve years ago he purchased the linotype patents for Germany, and has since resided there.

In Chicago recently Ralph R. Pritzlaff, advertising manager for A. Booth & Co., was killed by falling from a railway train.

Louis Lewis, a pioneer advertising agent, died April 16 in San Francisco, where he had gone on a pleasure trip with George A. Kessler. His agency in New York, established twenty-five years ago, will be carried on by his sons, Harry W. Lewis and Louis Lewis, Jr.

Patrick J. Meehan, editor of the *New York Irish American*, died April 20, aged seventy-three. He was the oldest editor of a Catholic paper in the United States.

Henry R. Elliot, editor of the *Church Economist*, New York, died April 18, aged fifty-seven, after a long illness from pneumonia. He helped found the *Yale Courant*, was formerly connected with the *New York Sun*, *Evening Post* and *Commercial Advertiser*, and in late years interested himself in technical journals. He was secretary of the Textile Publishing Co., president of the Church Economist Co., and publisher of the *Evangelist*. Several novels bearing his name attracted wide attention.

Colonel Clayton McMichael, who was for thirty years editor of the *Philadelphia North American*, and its publisher until it was sold in 1899 to Thomas B. Wanamaker, died in that city April 17, aged sixty-two. Until some weeks ago he was postmaster of Philadelphia.

Other April deaths were those of Allen Gibbs Newell, Chicago, secretary of the company that publishes the daily *Law Bulletin*, aged sixty-two; Colonel William S. Furray, Columbus, Ohio, formerly publisher of the Columbus *Sunday Herald*, aged seventy-four; H. V. Hamilton, Sr., publisher of the *Democrat*, Tyler, Texas, aged seventy-seven; Charles A. Warwick, manager of the *Constitution-Democrat*, Keokuk, Iowa, aged fifty-three.

A BANKER'S VIEWS ON BANK ADVERTISING.

The following remarks on bank advertising by Mr. Joseph G. Brown, president of the Citizens' National Bank of Raleigh, North Carolina (originally contributed to a volume entitled "Banking Publicity," issued by the Moody Publishing Co., 35 Nassau st., New York City), are interesting because of the fact that Mr. Brown personally manages the advertising of the Citizens' National Bank, and has built up one of the largest banking businesses in the South, through the aid of printers' ink. He says:

Judicious advertising always pays. In this day advertising has come to be one of the arts—and bank advertising a fine art. The very best care should be exercised by the bank officer, both as to the method and the medium of addressing the public. Nothing could be more prejudicial to the best interests of a financial institution than an undignified bid for business. Any other course would at once suggest a man wearing a silk hat and Prince Albert coat, but going bare-footed. We are not very far removed from the time when no well-regulated bank would consider for a moment a proposition to solicit business in any way.

But "*Tempora mutantur et nos mutamur in illis*," and right reckless would be the bank manager of to-day who would cling to the custom of long ago—and, standing on his dignity, wait for business to seek him. Surely he would not lack for customers, but the chances are that they who came, with their hats in their hands, and apparently awed by his presence will be such as the up-to-date fellow on the sunny side of the street had already turned down. The borrowers would come, and the paper they bring, if we may judge by its lasting qualities, would be of the very best kind. And yet, after a few annual inspections the bank examiner would begin to weary of its unchanged appearance, and his oft repeated criticism would become aggravating to the board, until in pure spite, if nothing else, they would, by and by, say "Charge it off," and this must be done if there is anything to charge it to. How then shall we advertise? That is the problem that ten thousand banks in this country are trying to solve to-day.

Of course the first and indispensable thing is to have a well-arranged banking room, with every modern improvement—and especially the very best protection in the way of a vault that can be had—and by no means should com-

fortable quarters for the bank's customers be omitted. This is a standing "ad" that never loses its value.

On a par with this, if not greater in importance, is the force of the bank in its personal appearance and in its conduct, not only behind the counter but on the street, and all the time, day and night. Nothing more easily wins favor for a bank than the courtesy of its officers.

The least important clerk in the bank will be a daily advertisement to its good or to its hurt, for the great public has its eyes always on the man that stands by the cash. Next in importance is the bank's stationery. This should be first class in every respect, of good material and the best execution. This goes wherever the business of the bank reaches, and its appearance tells the character of the bank as unmistakably as the lines of the hand reveal to the palmist the character of the individual. Not even the smallest institution can afford to neglect this. It is not a luxury but a necessity, and no money is more wisely spent than that which provides in good form this daily reminder of the carefulness with which every detail of business is looked after. These things being carefully provided for—a neat, and not too wordy card should appear in the most dignified local journal that can be found, and an occasional special mention of some particular line of business should be made.

An unpretentious card should always be available setting forth the condition of the bank and its volume of business, naming its management and inviting patronage. This should be sent occasionally to selected business houses in the vicinity, and always sent in personal letters to strangers moving into the community.

During the year, hundreds of things of local or general interest occur that may be taken advantage of to call attention to the bank in so modest a way as hardly to suggest even the idea of an advertisement.

The leading financial journals should be made the medium of introduction to the banks throughout the country, and the information for the various directories should be furnished promptly and accurately. In like manner full, explicit and candid answers should be given inquiries from banks and business houses, so that they may come to regard your institution as a bureau of information for your section. This requires time and patience, but it is courteous and it pays.

Statements should be distributed regularly and in attractive, though not extravagant form. But all these things will be as sounding brass and tinkling cymbals, unless the promptest and most careful attention is given to every detail of business, whether large or small. There are many ways to attract but only this one, to retain business.

To Solve the Want Ad Question

Bring Your Paper's Name Before Advertisers

15 Times Every Day — Twice Every Hour

You Can Do It

YOU know the eye is constantly seeking occupation, and while you are waiting for the connection before a wall 'phone or a desk 'phone the natural line of vision lies right down where the

BELDEN HANDY TELEPHONE PAD

is attached. Look at the illustration. Other styles for other 'phones.

Waiting for a connection is waste time, so there's nothing else to do but look at the pad. Now, busy men who use display space and women who use want ads are called on the 'phone or themselves call others many times every day. The name of your publication on the iron frame of the Belden Handy Pad with a little concise statement about your service on each leaf right in the line of vision will be read. See where the arrow points. Right to your name and telephone number.

In fact, the Belden Handy Telephone Pad is the only PRACTICAL, RESULT-GETTING ADVERTISING SOUVENIR ever produced because it is REALLY USEFUL to phone users—is never thrown away—is seen and used many times every day—for years.

The only expense to you is the original cost of the pads and that's not much, either.

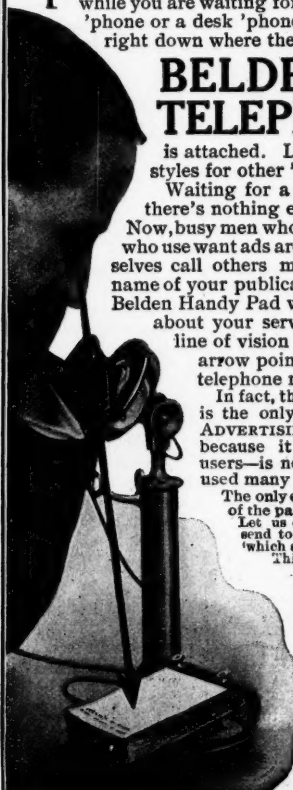
Let us quote you a price on a printed lot to send to advertisers, to homes and drug stores (which are want ad stations.)

Think of the value of a timely suggestion of your publication when a person is placing display or want advertising by 'phone. Think of the number of times it is placed that way.

Let us send you letters from men whose business is advertising—men who have increased the want ad and display business of the Pittsburgh Chronicle—Telegraph—St. Paul Dispatch—Philadelphia Press—Detroit News etc., through this Business-Getting Belden Handy Pad in drug stores, on the desks of busy men and in the homes of people who place their own advertising by 'phone. We know how to solve the want ad question.

Just hand this ad to your stenographer and tell her to write for full particulars.

**Belden Manufacturing Company,
192 Michigan St., Chicago, Ill.**





Talks on Outdoor Advertising

How Large Shall Your Poster Be?

YOU are in business, But the man who is making a business of it and is not spending his Mr. Outdoor time and money for the pleasure it Advertiser, gives him **USES A NET.** to sell your goods at a while the other man is baiting his hook. profit.

Each time you lower your selling cost you increase your profit in direct ratio. The same principle applies in Billboard Advertising. An occasional customer can be influenced by the unimpressive small poster. But it takes a large poster to present your proposition so attractively that it will land the multitudes.

* * *

It has been conclusively demonstrated that the surest way for the outdoor advertiser to decrease this selling cost is to IN-

We will admit that we have an axe to grind in suggesting this large space to you, Mr. Billboard Advertiser—but it's **YOUR AXE.**

Mind you, we don't say increase your posting appropriation—merely, increase your space.

For our experience has proved that it will be far more economical to you, and will lower your selling cost beyond belief, to use say 12-sheet posters in four towns in preference to using 4-sheet posters in twelve towns.

In either event, you would be putting up the identical number of sheets and your posting expense would be the same.

To be most effective from a selling standpoint a poster must be large enough, strong enough and attractive enough to gain the attention of the passing multitude in **WHOLE**, not in part.

And attention once attracted, the space used must be sufficiently large to contain the meat of your selling point in type large enough to be easily read by the crowd on the street cars, the passers in carriages, and by the man on the other side of the street.

CREASE the size of his poster space.

This may seem to be a radical statement, but it's the truth.

To confirm this you have only to look on the billboards and notice the posters of successful advertisers whose goods are known in every household.

The more successful the advertiser, the larger the space used.

This large space is not used simply because of the prosperity of the advertiser, but, on the contrary, that advertiser has become prosperous because of the size of the space he has occupied.

A pond contains just so many fish.

You can land a few of these fish, one by one, with a hook and line,

The smaller the space used, the narrower is its radius of usefulness—the influence of the small poster is bounded by feet instead of blocks.

And even if strong enough in design to compel the attention of the man in the carriage or across the street, the text of the small poster cannot be read, and its effect from an advertising standpoint is entirely lost.

But space alone, no matter how large, will not in itself induce sales.

Nor will this space profitably sell goods if devoted solely to an illustration, no matter how striking or artistic that the illustration may be.

For unless the space is large enough to reinforce the illustration with a convincing selling argument **in few words and large type**, no desire can be created in the mind of the reader and no sales can result.

The logical place to look for this concentrated conviction in poster and street-car copy is the modern Advertising Agency, whose business it is to economically sell goods through the medium of printers' ink.

With the one exception of Lord & Thomas, however, no advertising agency, company or individual is equipped with a special copy force devoted exclusively to the preparation of Posters and Street-Car Cards designed primarily to sell the greatest amount of goods at the least expense.

Other agencies either attempt to utilize their newspaper or magazine copy force for this purpose.

Or, on the other hand, turn over the preparation of this copy to color printers who are no more qualified to produce advertising copy which will eco-

nomically sell goods than is the man who lays the foundation qualified to produce the architect's plans from which he works.

For the color printer is an artist—no more, no less.

Lord & Thomas alone have had the nerve and foresight required to equip a special Outdoor Copy Department at an expense of over \$30,000, qualified to give the same experienced service in the preparation of convincing Poster and Street-Car Advertising which is expected and demanded on advertisements which are to appear in publications of general circulation.

This trained service—the only exclusive specialized service of its kind in America—is at your command without added expense to you, Mr. Billboard Advertiser, if you want it.

It will cost you no more to have your Posters and Car Cards prepared by Lord & Thomas' trained poster copy men than it does now to have them prepared by color printers.

Space on billboards or in street cars will cost you the same no matter from whom you buy it—whether from Lord & Thomas, or direct, or through any other authorized agency.

The posting systems bear the expense of this service—not you. Because they recognize that in proportion as you succeed through Bill Board and Street-Car Advertising, to just that extent will it mean success for them.

We are about to issue a series of small books (cloth bound) covering advertising—newspapers, magazine and outdoor—in all its phases.

The value of the information and data this series contains cannot be measured by the price they were intended to sell at—\$4.00—but we will gladly send them free to any interested advertiser.

LORD & THOMAS

ESTABLISHED 1873

Largest Advertising Agency in America

Annual Volume Placed for Clients
Approaching \$4,000,000.00

CHICAGO

NEW YORK

"STICKTOATIVENESS."

By Joel Benton.

There is an occasional slang word which hits the mark so well that it asks no odds of the dictionary, cares not for its lineage, but fulfills the writer's purpose as no other can. A notable word of this kind is "Sticktoativeness" and the trait it represents, of being constantly at work and ever evident, is one of the prime essentials to business success.

It was Franklin, I believe, under the sobriquet of "Poor Richard," who said, "Let not him who takes hold of the handles of the plow turn back"—or words to a similar effect. And he might have added, "Remember Lot's wife." For it is true, both in business and in the advertising of business, that it is by persistence that you obtain memorable and profitable results. The farmer who sows or plants his fields and tills them almost up to the week of harvesting, and then neglects to gather his crop, is paralleled in numberless cases by those who engage in commercial experiments.

It is not only necessary, to be sure, to begin wisely and even to doubt and falter then, but to work with sagacity. But when a thoroughly thought-out plan has been adopted, there is no time and no cause for further hesitation. The watchword then should be "On to Gibraltar" or to whatever point is to be gained. A certain Latin motto says, "Through difficulties we reach the stars" or rise to any eminence that we seek—and rarely in any easier way.

In advertising, especially, what benefit comes arises from setting your work rightly and then following it up. A few proclamations, well and ingeniously made, often do wonders, but this does not mean an order to cease publicity. It shows, rather, that you have captured a good hearing and perhaps have got your money's worth of expenditure. But you have got also, in this case, a valuable momentum—a force working for you that can be accelerated and increased, if you will keep pushing it on, to much farther

profit. To pause at this juncture is not only to weaken this beneficial effect, but to ultimately wipe it out.

The new fuel added to the fire, however, must show a fast clinging to your arguments; a fixed purpose to support it; an evidence that you are on your own ground, prepared to prove and follow up what has been previously said. It is a singular fact of human nature, which it is proper to notice in this connection, that the world helps those who aggressively (if honorably) help themselves. We all like to see a bravely persistent struggle win. None of us, at any rate, will put ourselves—even as purchasers—in alliance with a weak and distinctly fading firm.

We follow—as the strangers in town did who used to go to Brooklyn to hear Henry Ward Beecher preach—the hurrying crowd. And the philosophy of so doing is traceable to a wise instinct and perfectly plain to understand. It is the callers and workers for success, therefore, who never slacken their efforts, who get it.

A London paper, the other day (and the fact, if a little odd and grotesque, is at least illustrative), told of a recent celebration in a town in Switzerland where, among other things done, was the display of flags on every house in one small village. The cause of it all was "the laying by a hen of her one thousandth egg." *Punch*, the witty weekly, made a poem over the event and the persistence of the "layer" was well worth it.

But our shrewd American humorist, the late "Josh Billings," rounds up the moral to be enforced in one of his instructive harangues, where he says:

"Konsider this, young man. The usefulness of a postage stamp konsists in its sticking to sumthing until it gets there."

NEARLY every advertiser wants his copy to be "dignified." Too often his idea of "dignity" takes the form of mere stiltedness, or unnaturalness, and the result is copy that fails to carry his message clearly or completely.

ILLINOIS NEWSPAPERS WORTH COUNTING

(INCLUDING, DOUBTLESS, SOME THAT ARE NOT, BUT OMITTING
ALL ISSUED IN THE CITY OF CHICAGO).

COMPRISING

- 1.—The Star Galaxy ★
 - 2.—The Gold-Mark Papers (••)
 - 3.—The Roll of Honor
- AND
- 4.—All that print 1,000 copies regularly,
according to the ratings assigned in the 1906 edition
of *Rowell's American Newspaper Directory*, which
will be ready for subscribers on

Monday, May 21.

ILLINOIS.

Albion, *Journal*, weekly:

Copies printed: This paper had credit for an average issue of 1,582 in 1901, of 1,849 in 1902, since which time it has not furnished any definite and satisfactory report, but was credited with printing more than 1,000 copies in 1903 and 1905.

Aledo, *Democrat*, weekly:

Copies printed: This paper had credit for an issue of 1,508 in 1898, since which it has not furnished a definite and satisfactory report, but has been credited with printing more than 1,000 copies since 1900 and including the year 1905.

Aledo, *Times-Record*, weekly:

Copies printed: This paper had credit for an average issue of 3,588 in 1898, of 3,995 in 1902, since which it has not furnished a report, but was credited with printing more than 2,250 copies for the year 1905.

Alton, *Republican*, evening and weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, for both its daily and its weekly editions, but failed to furnish such definite information as would warrant

the accordance of a rating to that effect. It has not since made any renewal of the claim.

Alton, *Sentinel-Democrat*, evening and weekly:

Copies printed: The daily edition of this paper had credit for an issue of 1,000 for the year 1903, but has not since made claim to issuing so many as 1,000 copies.

The weekly edition had credit for an average issue of 1,900 in 1899, since which it has not furnished a report, but has been credited with printing more than 1,000 copies ever since including the year 1905.

Alton, *Banner*, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Amboy, *Journal*, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Anna, Democrat, weekly:

Copies printed: This paper had credit for an average issue of 1,443 in 1899 and more than 1,000 copies in 1902, but has not since set up any claim for issuing so many.

Anna, Talk weekly:

Copies printed: 1,870 in 1895
1,973 in 1900
2,233 in 1901
2,303 in 1903
2,373 in 1904
2,425 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Arcola, Record-Herald, weekly:

Copies printed: This paper had credit for an average issue of 1,179 in 1898, since which it has not furnished a definite and satisfactory report, but has been credited with printing more than 1,000 copies ever since, including the year 1905.

Arlington Heights, Cook Co. Herald, weekly:

Copies printed: This paper had credit for an issue of 1,250 for the year 1902, but has not since made any definite and satisfactory claim to issuing so many as 1,000 copies.

Ashley, Gazette, weekly:

Copies printed: 1,019 in 1903
1,132 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Aurora, Beacon, evening:

Copies printed: 3,064 in 1904
4,585 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Aurora, News, evening and semi-weekly:

Copies printed: daily, 4,235 in 1900
4,486 in 1901
4,618 in 1902
5,632 in 1904
5,709 in 1905

The weekly edition had credit for an average issue of 1,325 for the year 1895, but has not since made a definite and satisfactory claim to issuing so many as 1,000 copies.

The daily edition is entitled to a place on the PRINTERS' INK Roll of Honor.

Aurora, Yeoman, monthly:

Copies printed: 5,677 in 1901
7,166 in 1902
15,000 in 1904

In the absence of a report it had credit (probably erroneously) for more than 7,500 in 1905.

Barry, Adage, weekly:

Copies printed: This paper had credit for an issue of 1,250 in 1900, of 1,493 in 1902, since which it has not furnished a definite and satisfactory report, but has been credited with printing more than 1,000 copies every year since, including 1905.

Beardstown, Illinoian Star, evening and weekly:

Copies printed: The weekly edition of this paper had credit for an issue of 1,800 in 1896, since which it has not furnished a definite and satisfactory report, but has been credited with printing more than 1,000 copies ever since, up to and including the year 1905.

Beardstown, Enterprise, tri-weekly:

Copies printed: This paper has on two occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Belleville, Advocate, evening and weekly:

Copies printed: The weekly edition of this paper had credit for an issue of 1,200 in 1895, since which it has not furnished a definite and satisfactory report, but was credited with printing more than 1,000 copies in 1903 and 1905.

Belleville, News Democrat, evening and weekly:

Copies printed: The weekly edition of this paper had credit for an issue of 1,600 in 1896, since which it has not furnished a definite and satisfactory report, but has been credited with printing more than 1,000 copies in 1903 and 1905.

Belleville, Post und Zeitung, evening and weekly:

Copies printed: For the year 1900 the daily edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

For the weekly edition no detailed satisfactory report was ever obtained, but it has been credited with more than 1,000 since 1900, including the year 1905.

Belvidere, Republican, evening; Republican Northwestern, semi-weekly:

Copies printed: The daily edition of this paper had credit for an average issue of 1,200 in 1901, since which time it has not furnished a definite and satisfactory report, but has been credited with printing more than 1,000 copies every year since, including 1905.

The weekly edition had credit for an average issue of 1,200 in 1895, since which it has not furnished a satisfactory report, but has been credited with printing more than 1,000 copies ever since, including the year 1905.

Benton, Franklin Co. Independent, weekly:

Copies printed: For the year 1900

this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect.

Bloomington, *Bulletin*, evening and weekly:

Copies printed: Daily, 6,860 in 1903 and 6,074 in 1904. In the absence of any report it was credited with exceeding 2,250 in 1905.

The weekly edition for the year 1899 seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Bloomington, *Pantagraph*, morning and weekly:

Copies printed: daily,	5,601 in 1895
	7,392 in 1900
	8,349 in 1901
	9,579 in 1902
	11,400 in 1903
	13,604 in 1904
	13,812 in 1905
Weekly,	5,412 in 1895
	7,720 in 1900
	7,871 in 1901
	8,045 in 1902
	7,162 in 1903
	5,781 in 1904
	4,748 in 1905

Both editions of this paper are entitled to a place on the PRINTERS' INK Roll of Honor.

Bloomington, *Illinois Freemason*, monthly:

Copies printed: 5,025 in 1903, since which, in the absence of any report, it had credit for exceeding 4,000 in 1904 and 2,250 in 1905.

Bloomington, *School and Home Education*, monthly:

Copies printed: 10,909 in 1896 and 12,050 in 1900, since which it has not made any report, but has been credited (probably erroneously) with more than 7,500 every year since, including 1905.

Bluemound, *Teachers and Students' Friend*, weekly:

Copies printed: This publication has never furnished a definite and satisfactory report, but had credit for exceeding 1,000 in 1904 and 1905.

Bradford, *Stark Co. Republican*, weekly:

Copies printed: This paper had credit for an average issue of 1,067 for the year 1896, but has not since made claim to issuing so many as 1,000 copies.

Brocton, *Review*, weekly:

Copies printed:	1,196 in 1902
	1,207 in 1903
	1,288 in 1904
	1,321 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Bunker Hill, *Gazette-News*, weekly:

Copies printed: This paper had credit for an average issue of 1,096 for the year 1904, but has not since made claim to issuing so many as 1,000 copies.

Bushnell, *Record*, weekly:

Copies printed: 1,018 actual average in 1905.

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Cairo, *Bulletin*, morning; *News*, evening:

Copies printed: (Combined issue): 1,945 in 1904 and 2,127 in 1905.

These papers are entitled to a place on the PRINTERS' INK Roll of Honor.

Cairo, *Citizen*, evening and weekly:

Copies printed: daily,	818 in 1903
	1,196 in 1904
	1,052 in 1905
Weekly,	1,110 in 1903
	1,127 in 1904
	1,123 in 1905

These papers are entitled to a place on the PRINTERS' INK Roll of Honor.

Cairo, *Telegram*, evening:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Cambridge, *Chronicle*, weekly:

Copies printed: This paper had credit for an issue of 1,200 for the year 1895, but has not since made claim to issuing so many as 1,000 copies.

Camppoint, *Journal*, weekly:

Copies printed:	1,146 in 1897
	1,086 in 1902
	1,094 in 1903
	1,090 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Canton, *Register*, evening and weekly:

Copies printed: Daily average, 2,773 in 1905.

Carbondale, *Free Press*, evening and weekly:

Copies printed: In 1905 the weekly edition averaged 1,077 each issue.

Carlinville, *Enquirer*, evening and weekly:

Copies printed: The weekly issue of this paper had credit for an average issue of 2,401 in 1898, since which time it has not furnished a definite and satisfactory report, but has been credited with printing more than 1,000 copies ever since, including the year 1905.

Carllinville, Democrat, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Carllinville, Macoupin Co. Argus, weekly:

Copies printed: This paper had credit for an average issue of 1,168 in 1902, of 1,621 in 1903, since which time it has not furnished a report, but was credited with printing more than 1,000 copies for the year 1905.

Carmi, Times, weekly:

Copies printed: This paper had credit for an issue of 1,296 in 1898, since which it has not furnished a definite and satisfactory report, but was credited with printing more than 1,000 copies in 1900, but since then not so many.

Carmi, White Co. Democrat, weekly:

Copies printed: This paper had credit for an average issue of 2,239 in 1896, since which time it has not furnished a definite and satisfactory report, but has been credited with printing more than 1,000 copies ever since and including the year 1905.

Carrollton, Gazette, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Carrollton, Patriot, weekly:

Copies printed: 1,392 average issue in 1905.

Carthage, Republican, weekly:

Copies printed: 1,462 in 1904
1,582 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

**Champaign, Gazette, evening;
Champaign Co. Gazette, weekly:**

Copies printed: In 1899 the weekly and in 1902 the daily edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but the publisher failed to furnish such definite information as would warrant the accordance of a rating to that effect for either of them. No renewal of the claim has since been advanced.

**Champaign, News, morning;
Champaign Co. News, weekly:**

Copies printed: The morning edition

had credit for more than 1,000 in 1902, and has on one or more occasions, since, indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has not been forthcoming.

The weekly edition had credit for an average issue of 3,400 in 1902, since which time it has not furnished a definite and satisfactory report, but has been credited with printing more than 2,250 copies in 1904 and 1905.

Champaign, Times, morning:

Copies printed: 2,200 in 1895 and 2,543 in 1904. In the absence of any report it was given credit for exceeding 2,250 in 1905.

Charleston, Plaindealer-Herald, evening and weekly:

Copies printed: The weekly edition of this paper has on more than one occasion indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Chenoa, Clipper, weekly:

Copies printed: This paper had credit for an average issue of 1,121 in 1900, of 1,395 in 1901, since which time it has not furnished a report, but was credited with printing more than 1,000 copies for the year 1904.

Chicago Heights, Signal, weekly:

Copies printed: This paper had credit for an average issue of 1,174 in 1900 and 1,285 in 1902, since which it has not furnished any report, but has been credited with more than 1,000 every year since, up to and including 1905.

Chillicothe, Bulletin, weekly:

Copies printed: This paper has on two or more occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Chillicothe, Enquirer, weekly:

Copies printed: This paper had credit for an issue of 1,200 in 1900, since which it has not furnished any report, but has been credited with more than 1,000 every year since, up to and including 1905.

Clayton, Enterprise, weekly:

Copies printed: 1,024 in 1895 and 1,008 in 1905.

Clinton, Public, evening and weekly:

Copies printed: For the year 1902 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Clinton, *Register*, weekly:

Copies printed: This paper had credit for issuing more than 1,000 copies regularly from 1896 to 1904, but has not since set up any claim for issuing so many.

Coal City, *Courant*, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Dallas City, *Enterprise*, weekly:

Copies printed: 1,033 in 1903
1,414 in 1904
1,584 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Danville, *Commercial News*, evening and weekly:

Copies printed: daily, 2,254 in 1901
4,017 in 1902
6,541 in 1903
8,579 in 1905

Weekly, 2,211 in 1901 and 2,296 in 1902, since which no claim to issuing so many as 1,000 has been recorded.

The daily edition of this paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Danville, *Democrat*, morning:

Copies printed: 3,768 in 1902
4,549 in 1903
4,671 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Danville, *Press*, morning:

Copies printed: This paper had credit for an average issue of 3,898 in 1903, since which it has not furnished any report, but has been credited with more than 2,250 every year since, up to and including 1905.

Danville, *Press*, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for more than 1,000 in 1903 and 1905.

Danville, *Free Citizen*, weekly:

Copies printed: This paper had credit for an average issue of 1,514 in 1903, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Danville, *Interstate School Review*, monthly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it has had credit for exceeding 2,250 from 1900 to and including 1905.

Decatur, *Herald*, morning and semi-weekly:

Copies printed: daily, 3,996 in 1900
4,893 in 1901
5,304 in 1902
7,477 in 1905
Semi-weekly, 3,036 in 1900
3,618 in 1903
5,987 in 1904

In the absence of any report for the semi-weekly it was given credit for exceeding 2,250 for the year 1905.

The daily edition of the *Herald* is entitled to the Directory Guarantee Star, of which no publisher would think of availing himself were he not absolutely sure that the accuracy of the figures that report the editions he issues would stand out bright and clear in the face of the most searching investigation that can be made.

The daily edition is also entitled to a place on the PRINTERS' INK Roll of Honor.

Decatur, *Review*, evening, Sunday and weekly:

Copies printed: 2,823 in 1895
5,213 in 1901
5,719 in 1902
7,239 in 1903
9,225 in 1904
10,001 in 1905
Sunday, 2,812 in 1895
5,106 in 1901
5,648 in 1902
6,650 in 1903
8,165 in 1904
8,919 in 1905
Weekly, 6,017 in 1895
2,620 in 1900
2,942 in 1901
2,907 in 1902
3,129 in 1903
2,944 in 1904
2,560 in 1905

The *Review* is one of the comparatively few papers that venture to make use of the Directory Guarantee Star,

of which no publisher would think of availing himself were he not absolutely certain that the accuracy of the figures that report the editions he issues would stand out bright and clear in the face of the most searching investigation that can be made.

Each edition of this paper is entitled to a place on the PRINTERS' INK Roll of Honor. In all America there can be named scarcely more than a dozen newspapers that have been for so long a time so straightforward and above board as the Decatur *Review* in conveying to everyone who desires it the fullest information concerning the number of its issues.

Decatur, *Labor World*, weekly:

Copies printed: For the year 1901 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It



has not since made any renewal of the claim.

Decatur, *Modern Woodman*, weekly:

Copies printed: No detailed satisfactory report was ever obtained from this paper, but it has been credited with exceeding 1,000 every year since 1900, up to and including 1905.

Dekalb, *Review*, weekly:

Copies printed: This paper had credit for an average issue of 1,500 for the year 1900, but has not since made claim to issuing so many as 1,000 copies.

Dekalb, *American Fancier and Breeder*, monthly:

Copies printed: This paper had credit for an average issue of 5,084 in 1896, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since 1901, up to and including 1905.

Delevan, *Times-Press*, weekly:

Copies printed: This paper had credit for an issue of 1,600 in 1898, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Des Plaines, *Suburban Times*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Dixon, *Evening Telegraph*, daily and semi-weekly:

Copies printed: The daily edition of this paper had credit for an average issue of 1,721 in 1904, since which time it has not furnished a report, but was credited with printing more than 1,000 copies for the year 1905.

The weekly edition had credit for issuing more than 1,000 copies in the year 1902, but has not since set up any claim for issuing so many.

Dixon, *Star*, evening:

Copies printed: 3,128 average issue in 1905.

Dixon, *Western Musician*, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Durand, *Clipper*, weekly:

Copies printed: This paper has on

two occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Dwight, *Sun*, weekly:

Copies printed: This paper had credit for an issue of 1,100 in 1900, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Dwight, *Banner*, monthly:

Copies printed: 6,054 in 1900
27,375 in 1903
35,833 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

East St. Louis, *Journal*, evening:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

East St. Louis, *Poultry Culture*, monthly:

Copies printed: This paper had credit for an average issue of 6,375 in 1902, since which it has not furnished any definite and satisfactory report, but has been credited with more than 4,000 every year since, up to and including 1905.

Edinburg, *Herald*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Edwardsville, *Intelligencer*, tri-weekly:

Copies printed: 2,256 in 1900
2,369 in 1901
2,567 in 1902
2,951 in 1903
3,201 in 1904
3,314 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Effingham, *Democrat*, evening and weekly:

Copies printed: The weekly edition of this paper had credit for an average issue of 1,450 in 1900, since which it has not furnished any report, but has been credited with more than 1,000 every year since, up to and including 1905.

Elgin, *Press*, evening:

Copies printed: 1,682 average issue in 1905.

Elgin, News, evening; Advocate, weekly:

Copies printed: The daily edition of this paper had credit for an average issue of 2,258 in 1895, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since 1900, up to and including 1905.

The weekly edition has on two occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Elgin, Boys' World, weekly:

Copies printed: 282,404 in 1903 and 292,980 in 1904. In the absence of any statement in 1905 it was credited with exceeding 75,000, that being the highest rating allowed in cases where no detailed satisfactory report is furnished.

Elgin, Dairy Report, weekly:

Copies printed: This paper had credit for an average issue of 2,549 in 1899, since which it has not furnished any definite and satisfactory report, but was credited with exceeding 2,250 in 1904 and more than 1,000 in 1905.

Elgin, Germania, weekly; Herold, weekly:

Copies printed. These papers had credit for a combined average issue of 1,664 for the year 1895, but have not since made claim to issuing so many as 1,000 copies.

Elgin, Girls' Companion, weekly:

Copies printed: 292,269 in 1903 and 297,500 in 1904. In the absence of any report for 1905 this periodical was credited with exceeding 75,000, which is the highest rating the Directory accords in the absence of a satisfactory detailed report.

Elgin, Inglenook, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it has had credit for exceeding 1,000 since 1900 and including 1905.

Elgin, Silver Leaf, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it has had credit for exceeding 1,000 copies since 1903 and including 1905.

Elgin, Young People's Weekly, Sundays:

Copies printed: 228,396 in 1901 and 199,635 in 1904. In the absence of a report for 1905 this periodical was credited with exceeding 75,000, which is the highest rating the Directory accords in the absence of a satisfactory detailed report.

Elgin, New Century Sunday School Teachers' Monthly:

Copies printed: 42,095 in 1903 and

51,624 in 1904. In the absence of any report this publication was credited with exceeding 40,000 in 1905.

Elpaso, Journal, weekly:

Copies printed: For the year 1898 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Eureka, Democrat-Journal, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it has had credit for exceeding 1,000 since 1902 and including 1905.

Evanston, Northwestern, tri-weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Evanston, Index, weekly:

Copies printed: This paper had credit for issuing more than 1,000 copies regularly in the year 1897, but has not since set up any claim for issuing so many.

Evanston, Press, weekly:

Copies printed: This paper had credit for an issue of 2,100 in 1903, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 in 1904 and 1905.

Evanston, Union Signal, weekly:

Copies printed: 47,094 in 1900
21,586 in 1904
21,516 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Evanston, Correct English: How to Use It, monthly:

Copies printed: 6,250 in 1901 and 10,000 in 1903. In the absence of any report this periodical was credited with exceeding 4,000 in 1905.

Evanston, Crusader, monthly:

Copies printed: 11,350 in 1904
18,208 in 1905
This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Evanston, Katholischer Jugend Freund, monthly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 4,000 in 1903 and 1905.

Fairbury, Blade, weekly:

Copies printed: This paper had cre-

dit for an average issue of 1,437 for the year 1899, but has not since made claim to issuing so many as 1,000 copies.

Fairfield, Republican, weekly:

Copies printed: This paper had credit for an average issue of 1,118 in 1900, since which time it has not furnished a definite and satisfactory report, but was credited with printing more than 1,000 copies in 1903 and in 1905.

Fairfield, Sun, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it has had credit for exceeding 1,000 since 1898 and including 1905.

Fairfield, Wayne Co. Press, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it has had credit for exceeding 1,000 since 1897 and including 1905.

Fairfield, Wayne Co. Record, weekly:

Copies printed: This paper had credit for an average issue of 1,630 in 1900 and 1,906 in 1903, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Farmer City, Journal, weekly:

Copies printed: 1,106 in 1895
1,300 in 1902
1,350 in 1903
1,382 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Flora, Egyptian, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 1,000 in 1905.

Flora, Southern Illinois Journal, weekly:

Copies printed: This paper had credit for an average issue of 1,008 for the year 1901, but has not since made claim to issuing so many as 1,000 copies.

Freeport, Bulletin, evening and weekly:

Copies printed: The daily edition of this paper had credit for an average issue of 1,529 in 1898 and 1,861 in 1904, since which it has not furnished a definite and satisfactory report, but was credited with more than 1,000 in 1905.

The weekly edition had credit for an average issue of 2,800 in 1898 and 2,725 in 1904, since which it has not furnished a report, but was credited with more than 2,250 in 1905.

Freeport, Journal, evening and weekly:

Copies printed: No definite and satis-

factory statement has ever been secured from either the daily or the weekly issue of this paper, but the daily had credit for exceeding 1,000 in 1903 and the weekly in 1903 and 1905.

Freeport, Standard, evening and weekly:

Copies printed: For the year 1899 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Freeport, Deutscher Anzeiger, weekly:

Copies printed: This paper had credit for an average issue of 1,752 in 1904, since which it has not furnished a report, but was credited with more than 1,000 in 1905.

Freeport, Knights of the Globe, monthly:

Copies printed: 15,966 average issue in 1905.

Freeport, Poultry Tribune, monthly:

Copies printed: This paper had credit for an average issue of 9,000 in 1901 and 10,583 in 1904, since which it has not furnished a report, but was credited with more than 7,500 in 1905.

Fulton, Journal, semi-weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 1,000 in 1903 and 1905.

Fulton, Mystic Worker, monthly:

Copies printed: This paper had credit for an average issue of 32,250 in 1903 and 42,416 in 1904, since which it has not furnished a report, but was credited with more than 20,000 in 1905.

Galena, Gazette, evening and weekly:

Copies printed: The weekly edition of this paper had credit for an average issue of 6,526 in 1894, since which time it has not furnished a definite and satisfactory report, but was credited with printing more than 2,250 copies in 1903 and 1905.

Galesburg, Evening Mail, daily and weekly:

Copies printed: daily, 2,564 in 1900
2,816 in 1901
3,953 in 1902
4,872 in 1903
5,246 in 1904
5,229 in 1905
Weekly, 2,351 in 1900
2,260 in 1904

In the absence of a report the weekly was credited with exceeding 1,000 in 1905.

The daily edition of this paper is

entitled to a place on the PRINTERS' INK Roll of Honor.

Galesburg, Republican-Register, evening and weekly:

Copies printed: daily, 2,498 in 1900
2,476 in 1901
2,884 in 1902
4,436 in 1903
4,621 in 1904
4,724 in 1905

Weekly, 2,009 in 1900
1,807 in 1904

In the absence of a report the weekly was credited with exceeding 1,000 in 1905.

The daily edition of this paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Galesburg, Illinois Democrat, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 1,000 in 1903 and in 1905.

Galesburg, Plaindealer, weekly:

Copies printed: This paper had credit for an average issue of 1,150 for the year 1902, but has not since 1903 made any claim to issuing so many as 1,000 copies.

Gardner, Chronicle, weekly:

Copies printed: This paper had credit for an average issue of 1,265 for the year 1902, but has not since made claim to issuing so many as 1,000 copies.

Geneseo, Republic, weekly:

Copies printed: 2,490 in 1900
2,638 in 1901
2,836 in 1902
3,066 in 1903
3,230 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Genoa, Republican Journal, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed then to furnish, and has not since furnished, such definite information as would warrant the accordance of a rating to that effect.

Gibson City, Gibson Courier, weekly:

Copies printed: 1,003 in 1900
1,117 in 1901
1,203 in 1903
1,283 in 1904
1,450 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Golconda, Herald-Enterprise, weekly:

Copies printed: This paper had credit for an issue of 1,025 for the year 1899, but has not since made claim to issuing so many as 1,000 copies.

Grayville, Independent, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 1,000 in 1903 and 1905.

Greenup, Press, weekly:

Copies printed: This paper had credit for issuing 1,100 in the year 1903, but has not since set up any claim for issuing so many as 1,000.

Greenville, Twice-a-week Sun, semi-weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Hardin, Calhoun Herald, weekly:

Copies printed: This paper had credit for an average issue of 1,317 in 1903, since which it has not furnished any definite and satisfactory report, but was credited with more than 1,000 in 1905.

Harrisburg, Chronicle, weekly:

Copies printed: This paper had credit for an average issue of 1,022 in 1902 and 1,198 in 1904, since which it has not furnished any definite and satisfactory report, was credited with more than 1,000 in 1905.

Harvard, Herald, weekly:

Copies printed: This paper had credit for an average issue of 1,450 in 1896 and 1,720 in 1897, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Harvard, Independent, weekly:

Copies printed: This paper had credit for an average issue of 1,408 in 1896 and 2,148 in 1903, since which it has not furnished any definite and satisfactory report, but was credited with more than 1,000 in 1904 and 1905.

Harvey, Tribune-Citizen, weekly:

Copies printed: This paper had credit for an average issue of 1,105 for the year 1903, but has not since made claim to issuing so many as 1,000 copies.

Havana, Mason Co. Democrat, weekly:

Copies printed: This paper had credit for an issue of 1,200 in 1895 and 1,750 in 1903, since which it has not furnished any report, but was credited with more than 1,000 in 1904 and 1905.

Henry, Times, semi-weekly:

Copies printed: This paper has on two occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Henry, Republican, weekly:

Copies printed: 1,622 in 1895
1,805 in 1901
2,030 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Highland, Journal, weekly:

Copies printed: This paper had credit for an issue of 1,347 in 1897, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Highland, Leader, weekly:

Copies printed: This paper had credit for an average issue of 1,100 in 1902 and 1,255 in 1904, since which it has not furnished any report, but was credited with more than 1,000 in 1905.

Highland, Union, weekly:

Copies printed: This paper had credit for an average issue of 1,082 in 1895 and 1,323 in 1904, since which it has not furnished a report, but was credited with more than 1,000 in 1905.

Hillsboro, Journal, weekly:

Copies printed: This paper has never furnished a complete and satisfactory report, but was credited with more than 1,000 in 1905.

Hillsboro, Montgomery News, weekly:

Copies printed: This paper had credit for an average issue of 1,350 in 1895 and 1,200 in 1899, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Hinckley, Review, weekly:

Copies printed: This paper had credit for an average issue of 1,330 in 1903, since which it has not furnished any definite and satisfactory report, but was credited with more than 1,000 in 1904 and 1905.

Hinsdale, Herald, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Jacksonville, Illinois Courier, evening and weekly:

Copies printed: The weekly edition of this paper had credit for an issue of 2,650 in 1896, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Jacksonville, Journal, morning and weekly:

Copies printed: This paper has never

furnished any definite and satisfactory report, but the daily edition has had credit for exceeding 1,000 in 1903 and 1905.

Jacksonville, Farm, bi-weekly:

Copies printed: This paper had credit for an average issue of 1,100 in 1900 and 1,123 in 1901, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Jerseyville, Jersey Co. Democrat, evening and weekly:

Copies printed: The weekly edition of this paper had credit for an average issue of 1,200 in 1895, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since 1903, up to and including 1905.

Jerseyville, Republican, weekly:

Copies printed: This paper had credit for an issue of more than 1,000 in 1895, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since 1903, up to and including 1905.

Joliet, Herald, morning:

Copies printed: This paper has not furnished a definite and satisfactory report, but was credited with exceeding 1,000 in 1905.

Joliet, News, evening and weekly:

Copies printed: daily, 5,419 in 1894
5,880 in 1900
6,513 in 1901
6,796 in 1903
7,014 in 1904
6,610 in 1905
Weekly, 2,500 in 1894
2,689 in 1902
2,826 in 1905

Both editions of this paper are entitled to a place on the PRINTERS' INK Roll of Honor.

Joliet, Republican, evening and weekly:

Copies printed: The daily edition of this paper had credit for an average issue of 4,682 in 1897 and 6,840 in 1904, since which it has not furnished a report, but was credited with more than 4,000 in 1905.

For the year 1903 the weekly edition seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Joliet, Amerikanski Slovenec, weekly:

Copies printed: This paper had credit for an issue of more than 1,000 in 1895, since which it has not furnished any definite and satisfactory report, but

was credited with more than 1,000 in 1905.

Kankakee, Evening Democrat, evening and semi-weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but the daily had credit for exceeding 1,000 in 1902 and 1905.

The semi-weekly edition had credit for issuing more than 1,000 copies regularly in the years 1903 and 1904, but has not since set up any claim for issuing so many.

Kankakee, Gazette, evening and semi-weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but the semi-weekly edition has had credit for exceeding 1,000 since 1903, up to and including 1905.

Kankakee, Republican, evening and semi-weekly:

Copies printed: The publisher asserts that in 1905 no issue of the daily was less than 1,300.

No definite and satisfactory statement of its semi-weekly issues has ever been secured, but it had credit for exceeding 2,250 in 1903 and more than 1,000 in 1905.

Kewanee, Star-Courier, evening and weekly:

Copies printed: daily,	1,427 in 1899
	2,043 in 1901
	2,410 in 1902
	3,038 in 1903
	3,290 in 1904
	3,297 in 1905
Weekly,	1,800 in 1900
	1,522 in 1902
	1,414 in 1903
	1,273 in 1904
	1,268 in 1905

Both editions of this paper are entitled to a place on the PRINTERS' INK Roll of Honor.

Kilbourne, Sangamon Sawyer, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Kinmundy, Our Horticultural Visitor, monthly:

Copies printed: This paper had credit for an average issue of 2,834 in 1896 and 3,458 in 1903, since which it has not furnished any definite and satisfactory report, but was credited with more than 2,250 in 1904 and 1905.

Knoxville, Knox Co. Republican, weekly:

Copies printed: No definite and satis-

factory statement has ever been secured from this paper, but it had credit for exceeding 1,000 in 1903 and 1905.

Lacon, Home Journal, weekly:

Copies printed: This paper had credit for an issue of 1,708 in 1897, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Lacon, Marshall Co. Democrat, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 1,000 in 1899 and every year since including 1905.

Laharpe, La Harper, semi-weekly:

Copies printed: This paper had credit for issuing more than 1,000 copies regularly in the year 1898, but has not since set up any claim for issuing so many.

Lanark, Gazette, weekly:

Copies printed: This paper had credit for issuing more than 1,000 copies regularly in the year 1900, but has not since set up any claim for issuing so many.

Lasalle, Post, daily:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it has had credit for exceeding 1,000 in 1904 and in 1905.

Lasalle, Tribune, evening and weekly:

Copies printed: The daily edition of this paper had credit for an average issue of 1,381 in 1901 and 1,643 in 1904, since which it has not furnished a report, but was credited with more than 1,000 in 1905.

Lawrenceville, Lawrence Co. News, weekly:

Copies printed: This paper had credit for an average issue of 1,337 in 1890 and 1,818 in 1902, since which it has not furnished a report, but has been credited with more than 1,000 every year since, up to and including 1905.

Leroy, Journal, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 1,000 in 1903 and 1905.

Lewiston, Evening Record, evening; **Republican Record,** weekly:

Copies printed: For the year 1900 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a

rating to that effect. It has not since made any renewal of the claim.

Lexington, *Fulton Democrat*, weekly:

Copies printed: This paper had credit for an issue of 1,320 in 1902, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Lexington, *Unit*, weekly:

Copies printed: This paper had credit for an average issue of 2,285 in 1899, since which time it has not furnished a definite and satisfactory report, but was credited with printing more than 1,000 copies for the year 1905.

Libertyville, *Lake Co. Independent*, weekly:

Copies printed: No definite and satisfactory statement has been secured from this paper since 1897, but it has had credit for exceeding 1,000 ever since, including 1905.

Lincoln, *Courier*, evening and semi-weekly:

Copies printed: The daily edition of this paper had credit for issuing more than 1,000 copies regularly in the years 1903 and 1904, but has not since set up any claim for issuing so many.

The semi-weekly edition had credit for an average issue of 2,391 in 1901, since which it has not furnished any definite and satisfactory report, but has been credited with more than 2,250 every year since, up to and including 1905.

Lincoln, *News*, evening; *Herald*, weekly:

Copies printed: The weekly edition of this paper has on two occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Lincoln, *Volksblatt-Rundschau*, weekly:

Copies printed: This paper had credit for an average issue of 2,453 in 1899, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Lincoln, *Searchlight*, monthly:

Copies printed: This paper had credit for an average issue of 11,455 in 1900 and 31,273 in 1902, since which it has not furnished any report, but was credited with more than 17,500 in 1905.

Litchfield, *News*, evening; *Monitor*, weekly:

Copies printed: For the year 1900

the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Litchfield, *Mutual Protective League*, monthly:

Copies printed: 15,415 in 1901
20,708 in 1902
23,088 in 1903
23,875 in 1904
25,925 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Lockport, *Phoenix-Advertiser*, monthly:

Copies printed: This paper had credit for an average issue of 1,853 in 1898 and 2,238 in 1901, since which it has not furnished any report, but has been credited with more than 1,000 every year since, up to and including 1905.

London Mills, *London Times*, weekly:

Copies printed: 1,008 in 1898
1,123 in 1901
1,097 in 1904
1,020 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

McHenry, *Plaindealer*, weekly:

Copies printed: This paper has on two occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

McLeansboro, *Times*, weekly:

Copies printed: No issue in 1905 was less than 1,400.

Macomb, *Journal*, evening and weekly:

Copies printed: daily, 1,069 in 1903
1,567 in 1905

The weekly edition had credit for an issue of 2,160 in 1902, since which it has not furnished any report, but has been credited with more than 1,000 every year since, up to and including 1905.

Macomb, *Bystander*, weekly:

Copies printed: This paper had credit for an issue of 3,059 in 1894 and 2,700 in 1898, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Macomb, *Eagle*, weekly:

Copies printed: 2,401 in 1901
2,390 in 1902
2,389 in 1903
2,318 in 1904
2,277 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Macon, Macon Co. Tribune, weekly:

Copies printed: This paper had credit for an average issue of 1,200 for the year 1899, but has not since made claim to issuing so many as 1,000 copies.

Marion, Leader, weekly:

Copies printed: This paper had credit for an average issue of 1,068 in 1902, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Marshall, Clark Co. Democrat, weekly:

Copies printed: 2,333 actual average for 1905.

Marshall, Clark Co. Herald, weekly:

Copies printed: 1,229 in 1899
1,477 in 1901
1,665 in 1903
1,762 in 1904
1,815 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Mascoutah, Herald, weekly:

Copies printed: 1,151 in 1903
1,230 in 1904
1,296 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Mason City, Times, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it has had credit for exceeding 1,000 in 1899 and every year since, including 1905.

Mattoon, Journal-Gazette, evening and weekly:

Copies printed: The daily edition of this paper had credit for an average issue of 1,020 in 1900 and 2,904 in 1904, since which it has not furnished a definite and satisfactory report, but was credited with more than 2,250 in 1905.

The weekly issue had credit for an average issue of 1,127 in 1901 and 1,800 in 1903, since which it had not furnished a definite and satisfactory report, but was credited with more than 1,000 in 1905.

Mattoon, Star, daily and weekly:

Copies printed: daily, 1,905 actual average for the year 1905.

No definite and satisfactory statement has ever been secured from the weekly edition of this paper, but it had credit for exceeding 1,000 in 1900 and every year since including 1905.

Mattoon, Commercial, weekly:

Copies printed: This paper had credit for an average issue of 1,600 in 1895, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000

every year since, up to and including 1905.

Mazon, Grundy Co. Register, weekly:

Copies printed: This paper had credit for an average issue of 1,127 for the year 1,899, but has not since made claim to issuing so many as 1,000 copies.

Mendota, Our Hope and Life in Christ, weekly:

Copies printed: This paper had credit for an average issue of 2,828 in 1895 and 4,783 in 1904, since which it has not furnished a definite and satisfactory report, but was credited with more than 2,250 in 1905.

Mendota, Reporter, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Mendota, Sun-Bulletin, weekly:

Copies printed: This paper had credit for an average issue of 1,512 in 1897, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Milford, Herald, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Milledgeville, Tri-County Free Press, weekly:

Copies printed: For the year 1901 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Minonk, News, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Moline, Dispatch, evening; **Review-Dispatch,** weekly:

Copies printed: The daily edition of this paper had credit for an average issue of 2,105 in 1894 and 3,079 in

1904, since which it has not furnished a definite and satisfactory report, but was credited with more than 2,250 in 1905.

The weekly edition had credit for issuing more than 1,000 copies regularly in the year 1898, but has not since set up any claim for issuing so many.

Moline, Evening Mail:

Copies printed: This paper had credit for an average issue of 1,983 in 1899 and 2,006 in 1900, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Moline, Journal, evening and weekly:

Copies printed: The daily edition of this paper had credit for issuing more than 1,000 copies regularly in the year 1899, but has not since set up any claim for issuing so many.

Momence, Press Reporter, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Monmouth, Atlas, evening; Republican Atlas, weekly:

Copies printed: The weekly edition of this paper had credit for an average issue of 1,754 in 1897 and 2,124 in 1903, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Monmouth, Review, evening and weekly:

Copies printed: daily, 1,442 in 1896
1,807 in 1902
2,195 in 1903
2,617 in 1904
2,681 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Monticello, Bulletin, weekly:

Copies printed: This paper had credit for an average issue of 1,283 in 1899, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Monticello, Platt Co. Pilot, weekly:

Copies printed: This paper had credit for an average issue of 1,353 in 1902, since which it has not furnished any report, but has been credited with more than 1,000 every year since, up to and including 1905.

Monticello, Platt Co. Republican, weekly:

Copies printed: This paper had credit for an average issue of 1,493 in 1897 and 1,840 in 1904, since which it has not furnished any report, but was credited with more than 1,000 in 1905.

Morgan Park, Ridge Record, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Morris, Herald, evening and weekly:

Copies printed: The weekly edition of this paper had credit for an average issue of 1,575 in 1895, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Morrison, Record, weekly:

Copies printed: This paper has on two occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Morrison, Whiteside Sentinel, weekly:

Copies printed: 1,930 in 1895
1,935 in 1903
1,897 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Mount Carmel, Evening Register, daily and weekly:

Copies printed: The weekly edition of this paper had credit for an issue of 1,725 in 1897 and 1,730 in 1898, since which it has not furnished a definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Mount Carroll, Carroll Co. Democrat, morning and semi-weekly:

Copies printed: The semi-weekly edition of this paper had credit for issuing more than 1,000 copies regularly in the year 1898, but has not since set up any claim for issuing so many.

Mount Morris, Index, weekly:

Copies printed: This paper had credit for an average issue of 1,250 in 1902 and 1,174 in 1904, since which it has not furnished any definite and satisfactory report, but was credited with more than 1,000 in 1905.

Mount Olive, Teutonia, weekly:

Copies printed: 1,104 in 1895
1,104 in 1903
1,104 in 1904
1,104 in 1905

The uniformity of issue through four years covered by signed reports is a sample of some of the mysteries that puzzle the editor of the Directory.

Mount Pulaski, News, weekly:

Copies printed: This paper had credit for an average issue of 1,992 in 1895, since which it has not furnished a definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Mount Sterling, Democrat-Message, semi-weekly:

Copies printed: This paper had credit for an average issue of 1,577 in 1900 and 1,597 in 1901, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Mount Sterling, Brown Co. Republican, weekly:

Copies printed: This paper had credit for issuing 1,000 copies regularly in the years 1899 and 1900, but has not since set up any claim for issuing so many.

Mount Vernon, News, evening and weekly:

Copies printed: For the year 1903 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Mount Vernon, Register, evening and weekly:

Copies printed: For the year 1903 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Murphysboro, Independent, morning and weekly:

Copies printed: The weekly edition of this paper had credit for an average issue of 1,200 in 1902, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Nashville, Post, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite

information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

National Stock Yards, National Live Stock Reporter, evening:

Copies printed: This paper had credit for an average issue of 4,325 in 1896 and 5,085 in 1898, since which it has not furnished any definite and satisfactory report, but was credited with more than 2,250 in 1904 and 1905.

Nauvoo, Independent, semi-weekly:

Copies printed: This paper has on four occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Nauvoo, Rustler, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Neoga, News, weekly:

Copies printed: This paper had credit for an average issue of 1,062 in 1897 and 1,352 in 1903, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Newman, Independent, weekly:

Copies printed: This paper had credit for an average issue of 2,930 in 1901 and 2,778 in 1903, since which it has not furnished a report, but was credited with more than 1,000 in 1904 and 1905.

Newton, Evening Star-Democrat, evening and weekly:

Copies printed: For the year 1903 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Newton, Press, semi-weekly:

Copies printed: 1,200 smallest issue in 1905.

Normal, Advocate, weekly:

Copies printed: For the year 1898 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Normal, McLean Co. Herald,
weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Nunda, Herald, weekly:

Copies printed: This paper had credit for an average issue of 1,223 in 1897 and 1,268 in 1902, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Oakland, Ledger, weekly:

Copies printed: This paper had credit for an average issue of 3,073 in 1896 and 6,104 in 1904, since which it has not furnished a report, but was credited with more than 4,000 in 1905.

Oakland, Messenger, weekly:

Copies printed: This paper had credit for an issue of 1,224 in 1901, since which it has not furnished any definite and satisfactory report, but was credited with more than 1,000 in 1902, but has not since made claim to issuing so many.

Oak Park, Die Post, weekly:

Copies printed: This paper had credit for an average issue of 1,180 for the year 1904, but has not since made claim to issuing so many as 1,000 copies.

Oak Park, Oak Leaves, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 1,000 in 1904 and 1905.

Oak Park, School Weekly:

Copies printed: 3,250 in 1904
3,195 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

**Oak Park, Nachrichten Aus
Schleswig-Holstein, bi-
weekly:**

Copies printed: 4,200 in 1895
4,418 in 1899
4,577 in 1904
4,623 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Oak Park, School Monthly:

Copies printed: 3,000 in 1904
5,000 in 1905

The round figures may be taken, doubtless, as indicating to some extent a free or a forced circulation.

Oak Park, Star-Monthly:

Copies printed: This paper had credit for an issue of 20,000 in 1895 and

153,991 in 1904, since which it has not furnished a report, but was credited with more than 75,000 in 1905.

Oak Park, United Forester,
monthly:

Copies printed: In 1905 its average issue was 10,531.

Olney, Republican, semi-weekly:

Copies printed: This paper had credit for an average issue of 1,482 in 1903 and 1,537 in 1904, since which it has not furnished a report, but was credited with more than 1,000 in 1905.

Olney, Advocate, weekly:

Copies printed: 1,320 in 1905.

Olney, Times, weekly:

Copies printed: This paper had credit for an average issue of 1,200 in 1898 and 1,440 in 1904, since which it has not furnished a report, but was credited with more than 1,000 in 1905.

Onarga, Leader and Review,
weekly:

Copies printed: This paper had credit for an average issue of 1,036 for the year 1900, but has not since made claim to issuing so many as 1,000 copies.

Oregon, Ogle Co. Reporter,
weekly:

Copies printed: This paper had credit for issuing more than 1,000 copies regularly in the year 1896, but has not since set up any definite and satisfactory claim for issuing so many.

Oregon, Ogle Co. Republican,
weekly:

Copies printed: This paper had credit for an issue of 1,160 in 1896 and 1,600 in 1901, since which it has not furnished any report, but has been credited with more than 1,000 every year since, up to and including 1905.

Orion, Times, weekly:

Copies printed: For the year 1900 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

**Ottawa, Free Trader, evening and
weekly:**

Copies printed: The weekly edition of this paper has on two occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

**Ottawa, Journal, evening and
Sunday; La Salle Co. Journal,**
weekly:

Copies printed: Each edition of this paper on occasions in 1902 indicated a

desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating was not forthcoming.

Ottawa, *Republican-Times*, evening and weekly:

Copies printed: For the year 1903 the daily edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

For the weekly edition no definite and satisfactory statement has ever been secured, but it had credit for exceeding 100 in 1903 and 1905.

Ottawa, *Central Illinois Wochenblatt*, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 1,000 in 1897 and every year since, up to and including 1905.

Ottawa, *Fair Dealer*, weekly:

Copies printed: 1,460 in 1899
1,767 in 1900
2,032 in 1901
2,902 in 1902
3,382 in 1903
4,129 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor, and is the only one in Ottawa, daily or weekly, of which this can be said.

Ottawa, *La Salle Co. Herald*, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it has had credit for exceeding 1,000 every year since 1898 and including 1905.

Palatine, *Enterprise*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Paris, *Beacon*, evening and semi-weekly:

Copies printed: For the year 1903 the daily edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

For the semi-weekly edition no definite and satisfactory statement was ever secured, but it had credit for exceeding 1,000 in 1903 and 1905.

Paxton, *Record*, weekly:

Copies printed: For the year 1900 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of

a rating to that effect. It has not since made any renewal of the claim.

Pekin, *Post-Tribune*, evening;
Tazewell Co. Tribune, weekly:

Copies printed: The daily edition of this paper had credit for an average issue of 2,240 in 1904, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

The weekly edition had an average issue of 3,605 in 1900, since which it has not furnished any definite and satisfactory report, but was credited with more than 1,000 in 1904 and 1905.

Pekin, *Times*, evening and weekly:

For the year 1901 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Pekin, *Freie Presse*, weekly:

Copies printed: This paper had credit for an average issue of 2,273 in 1896 and 2,276 in 1902, since which it has not furnished any report, but was credited with more than 2,250 in 1903 and more than 1,000 in 1905.

Pekin, *Anchor and Shield*, monthly:

Copies printed: This paper had credit for an average issue of 20,196 in 1902, since which it has not furnished a report, but was credited with more than 12,500 in 1905.

Peoria, *Demokrat*, evening and weekly:

Copies printed: No definite and satisfactory statement has ever been secured from either edition of this paper, but the daily had credit for exceeding 1,000 every year since 1899, including 1905, and previously the same rating has been accorded to the weekly.

Peoria, *Evening Star*; *Sunday Morning Star*:

Copies printed: Daily:	9,223 in 1898
	15,729 in 1900
	19,093 in 1901
	23,742 in 1902
	22,197 in 1903
	21,042 in 1905
Sunday:	5,336 in 1898
	8,375 in 1900
	9,015 in 1901
	9,717 in 1902
	9,957 in 1903
	9,674 in 1905

Both editions of this paper are entitled to a place on the PRINTERS' INK Roll of Honor.

This paper is one of the comparatively few that venture to make use of the Directory Guarantee Star, of which no publisher would think of availing himself were he not absolutely certain that the accuracy of the figures that report the editions he issues would



stand out bright and clear in the face of the most searching investigation.

Peoria, Herald-Transcript, morning and weekly:

Copies printed: Daily: 4,725 in 1895
12,455 in 1904
13,121 in 1905
Sunday: 8,746 in 1904
8,860 in 1905

The weekly edition had credit for an average issue of 1,360 for the year 1895, but has not since made claim to issuing so many as 1,000 copies.

Both the daily and the Sunday editions of this paper are entitled to a place on the PRINTERS' INK Roll of Honor.

Peoria, Journal, evening, Sunday and weekly:

Copies printed: Daily: 10,343 in 1901
13,525 in 1904
13,373 in 1905
Sunday: 8,480 in 1905

Copies printed: No definite and satisfactory statement has ever been secured from the weekly edition of this paper, but it had credit for exceeding 1,000 in 1904 and 1905.

The daily and Sunday editions are entitled to a place on the PRINTERS' INK Roll of Honor.

Peoria, Sonntage-Post, semi-weekly:

Copies printed: For the year 1897 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Peoria, Gazette, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Peoria, Education in Business, monthly:

Copies printed: 8,333 in 1904
8,173 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Peoria, Masonic News, monthly:

Copies printed: 1,500 in 1901
2,083 in 1902
2,175 in 1903
2,400 in 1904
2,550 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Peoria, Manual Training Magazine, quarterly:

Copies printed: 1,400 in 1903
1,525 in 1904
1,825 in 1905

Petersburg, Democrat, weekly:

Copies printed: This paper had credit

for issuing more than 1,000 copies regularly in the years 1895 and 1896, but has not since set up any claim for issuing so many.

Petersburg, Observer, weekly:

Copies printed: For the year 1898 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Pinckneyville, Advocate, weekly:

Copies printed: This paper had credit for an issue of 1,600 in 1904, since which it has not furnished a report, but was credited with more than 1,000 in 1905.

Pinckneyville, Democrat, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Pittsfield, Pike Co. Democrat, weekly:

Copies printed: This paper had credit for an issue of 1,750 in 1894 and 2,000 in 1903, since which it has not furnished any report, but was credited with more than 1,000 in 1905.

Pittsfield, Pike Co. Republican, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 1,000 in 1905.

Polo, Tri-County Press, weekly:

Copies printed: This paper had credit for an average issue of 2,549 in 1901 and 3,560 in 1904, since which it has not furnished a report, but was credited with more than 2,250 in 1905.

Pontiac, Leader, evening and weekly:

Copies printed: The weekly edition of this paper had credit for an issue of 1,224 in 1901, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Pontiac, Sentinel, morning and weekly:

Copies printed: The weekly edition of this paper had credit for issuing more than 1,000 copies regularly in the years 1897 and 1899, but has not since set up any claim for issuing so many.

Port Byron, Globe, weekly:

Copies printed: This paper had credit for an average issue of 1,102 in 1896 and 1,542 in 1903, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Princeton, *Bureau Co. Republican*, Quincy, *Journal of Industry*, weekly:

Copies printed: 5,046 in 1904
5,065 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Princeton, *Bureau Co. Tribune*, weekly:

Copies printed: This paper had credit for an average issue of 1,785 in 1896, since which it has not furnished any report, but has been credited with more than 1,000 every year since, up to and including 1905.

Princeton, *Telephone*, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 1,000 in 1903 and 1905.

Quincy, *Germania*, evening and semi-weekly:

Copies printed: No definite and satisfactory statement has ever been secured for either edition of this paper, but the semi-weekly had credit for exceeding 1,000 in 1903 and 1905.

Quincy, *Herald*, evening and weekly:

Copies printed: For the year 1900 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Quincy, *Journal*, evening:

Copies printed: This paper had credit for an average issue of 9,308 in 1898 and 11,640 in 1903, since which it has not furnished any report, but has been credited with more than 7,500 every year since, up to and including 1905.

Quincy, *Whig*, evening and weekly:

Copies printed: The daily edition of this paper had credit for an average issue of 6,262 in 1899 and 7,613 in 1904, since which it has not furnished definite and satisfactory report, but has been credited with more than 4,000 in 1905.

The weekly edition has on three occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information would warrant such a rating has never been forthcoming.

Quincy, *Enterprise*, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 1,000 in 1903 and more than 2,250 in 1905.

Quincy, *Farmers' Call*, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 12,500 in 1906 and more than 4,000 in 1905.

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Quincy, *Labor News*, weekly:

Copies printed: 2,819 in 1902
3,598 in 1905

Quincy, *Optic*, weekly:

Copies printed: 1,616 in 1903
1,775 in 1904
2,025 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Quincy, *Record*, weekly:

Copies printed: This paper had credit for an average issue of 4,348 in 1902, since which it has not furnished any definite and satisfactory report, but has been credited with more than 2,250 every year since, up to and including 1905.

Quincy, *Western Catholic*, weekly:

Copies printed: This paper had credit for an average issue of 1,409 for the year 1899, but has not since made claim to issuing so many as 1,000 copies.

Quincy, *Apple Specialist*, monthly:

Copies printed: 18,788 average issue in 1905.

Quincy, *Poultry Keeper*, monthly:

Copies printed: 17,167 in 1901
20,333 in 1902
27,500 in 1903
29,583 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Quincy, *Reliable Poultry Journal*, monthly:

Copies printed: This paper had credit for an average issue of 19,666 in 1896 and 49,357 in 1904, since which it has not furnished a report, but was credited with exceeding 40,000 in 1905.

Quincy, *Urban and Rural America*, monthly:

Copies printed: This paper had credit for an average of 6,958 in 1902, since which it has not furnished any definite and satisfactory report, but has been credited with more than 2,250 in 1904 and 1905.

Rantoul, *News*, weekly:

This paper has on two occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Rantoul, *Press*, weekly:

Copies printed: This paper had credit for an issue of 1,320 in 1895 and 1,344 in 1898, since which it has not furnished any definite and satisfactory report, but

has been credited with more than 1,000 every year since, up to and including 1905.

Reynolds, Press, weekly:

Copies printed: 1,152 in 1899
1,241 in 1901
1,508 in 1903
1,578 in 1904
1,596 in 1905

This paper is entitled to a place on the **PRINTERS' INK** Roll of Honor.

Robinson, Argus, weekly:

Copies printed: This paper had credit for an average issue of 1,145 for the year 1897, but has not since made any definite and satisfactory claim to issuing so many as 1,000 copies.

Robinson, Constitution, weekly:

Copies printed: This paper had credit for an average issue of 1,143 in 1897, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Rochelle, Independent, weekly:

Copies printed: This paper had credit for an average issue of 2,142 in 1899 and 2,586 in 1904, since which it has not furnished a report, but was credited with more than 2,250 in 1905.

Rockford, Morning Star, morning, Sunday and semi-weekly:

Copies printed: Daily: 2,651 in 1896
3,659 in 1900
4,107 in 1901
4,966 in 1902
6,758 in 1904
6,108 in 1905
Sunday: 6,845 in 1905

The semi-weekly had credit for an average issue of 2,604 in 1896 and 3,633 in 1904, since which it has not furnished a report, but was credited with more than 2,250 in 1905.

The daily and Sunday issues of this paper are entitled to a place on the **PRINTERS' INK** Roll of Honor.

Rockford, Register-Gazette, evening and semi-weekly:

Copies printed: Daily: 3,419 in 1896
3,279 in 1900
5,505 in 1901
5,554 in 1902
5,496 in 1904
6,016 in 1905

The semi-weekly edition had credit for an average issue of 4,600 in 1895 and 5,951 in 1904, since which it has not furnished a definite and satisfactory report, but was credited with more than 4,000 in 1905.

The daily edition of this paper is entitled to a place on the **PRINTERS' INK** Roll of Honor.

Rockford, Republic, evening and weekly:

Copies printed: Daily: 3,896 in 1898
4,441 in 1900
5,926 in 1901
6,540 in 1903
6,251 in 1904
6,123 in 1905

The weekly edition had credit for is-

suings more than 1,000 copies regularly in the year 1899, but has not since set up any claim for issuing so many.

The daily edition of this paper is entitled to a place on the **PRINTERS' INK** Roll of Honor.

Rockford, Rockford's Posten, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Rock Island, Argus, evening and weekly:

Copies printed: Daily: 1,344 in 1895
2,686 in 1900
2,876 in 1902
3,234 in 1903
3,311 in 1904
3,520 in 1905

For the year 1902 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

The daily edition of this paper is entitled to a place on the **PRINTERS' INK** Roll of Honor.

Rock Island, Union, evening and weekly:

Copies printed: No definite and satisfactory statement has ever been secured for either the daily or the weekly issues of this paper, but both of them have had credit for exceeding 1,000 in 1904 and 1905.

Rock Island, Rock Island-Moline Volks Zeitung, semi-weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding more than 1,000 in 1903 and 1905.

Rock Island, Augustana, weekly:

Copies printed: This paper had credit for an average issue of 13,513 in 1895 and 13,317 in 1902, since which it has not furnished any report, but has been credited with more than 7,500 every year since, up to and including 1905.

Rock Island, Augustana Journal, semi-monthly:

Copies printed: This paper had credit for an average issue of 1,995 in 1900 and 2,083 in 1902, since which it has not furnished a report, but was credited with more than 1,000 in 1903 and 1905.

Rock Island, Tri-City Unionist, monthly:

Copies printed: This paper had credit for an average issue of 1,529 for the year 1899, but has not since made claim to issuing so many as 1,000 copies.

Rock Island, Ungdoms-Vannen, monthly:

Copies printed: This paper had credit

for an average issue of 2,875 in 1896 and 5,675 in 1902, since which it has not furnished any report, but has been credited with more than 2,250 every year since, up to and including 1905.

Roodhouse, *Record*, evening and weekly:

Copies printed: For the year 1902 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Roseville, *Times-Citizen*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Rossville, *Press*, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper and the publisher admits that he does not keep such records as would make it possible for him to prepare a report; nevertheless, it has had credit for exceeding 1,000 in 1903 and in 1905.

Rushville, *Schuyler Citizen*, weekly:

Copies printed: For the year 1898 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Rushville, *Times*, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for more than 1,000 in 1903 and 1905.

Salem, *Marion Co. Democrat*, weekly:

Copies printed: This paper had credit for issuing more than 1,000 copies regularly in the years 1900 and 1902, but has not since set up any definite and satisfactory claim for issuing so many.

Salem, *Republican*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Shawneetown, *Gallatin Democrat*, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 1,000 in 1904 and 1905.

Shawneetown, *News-Gleaner*, weekly:

Copies printed: This paper had credit

for an average issue of 1,293 in 1903, since which it has not furnished any definite and satisfactory report, but was credited with more than 1,000 in 1904 and 1905.

Shelbyville, *Union*, evening and weekly:

Copies printed: No definite and satisfactory statement has ever been secured from either edition of this paper, but the weekly issue had credit for exceeding 1,000 in 1905.

Shelbyville, *Democrat*, weekly:

Copies printed: This paper had credit for an issue of 1,500 in 1894 and 1,750 in 1904, since which it has not furnished a report, but was credited with more than 1,000 in 1905.

Shelbyville, *Shelby Co. Leader*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Sparta, *Argonaut*, weekly:

Copies printed: This paper had credit for issuing more than 1,000 copies regularly in the years 1897 and 1904, but has not since set up a claim for issuing so many.

Sparta, *Plaindealer*, weekly:

Copies printed: This paper had credit for an average issue of 1,025 in 1902, since which time it has not furnished a definite and satisfactory report, but was credited with printing more than 1,000 copies in 1904 and 1905.

Springfield, *Illinois State Journal*, morning and semi-weekly:

Copies printed: No definite and satisfactory statement has ever been secured from either edition of this paper, but the daily had credit for exceeding 4,000 in 1904 and 1905.

The semi-weekly had credit for issuing more than 1,000 copies regularly in the years 1898 and 1903, but has not since set up any claim for issuing so many.

Springfield, *Illinois State Register*, morning, Sunday and semi-weekly:

Copies printed: The daily edition of this paper had credit for an issue of 4,000 in 1897 and 8,930 in 1904, since which it has not furnished any report, but was credited with more than 7,500 in 1905.

The Sunday issue had credit for an average issue of 5,976 in 1903 and 6,879 in 1904, since which it has not furnished a report, but had credit for more than 4,000 in 1905.

The semi-weekly issue had credit for an average issue of 3,600 in 1898 and 5,261 in 1904, since which it has not furnished a report, but was credited with more than 2,250 in 1905.

Springfield, News, evening and semi-weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, and the publisher admits that he does not keep records that would enable him to make one, but the daily issue has had credit for exceeding 2,250 from 1900, up to and including 1905.

The semi-weekly had credit in 1903 for an average issue in excess of 1,000 copies, but has not since sustained any claim to issuing so many.

Springfield, Illinois Tradesman, weekly:

Copies printed: This paper had credit for an average issue of 2,652 in 1899 and 3,100 in 1904, since which it has not furnished a report, but was credited with more than 1,000 in 1905.

Springfield, Odd-Fellows' Herald, semi-monthly:

Copies printed: This paper had credit for an average issue of 7,687 in 1895, since which it has not furnished any definite and satisfactory report, but has been credited with more than 2,250 every year since 1900, up to and including 1905.

Springfield, Farm Home, monthly:

Copies printed: 20,150 in 1899
23,900 in 1900
26,150 in 1901
30,790 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Springfield, Illinois Medical Journal, monthly:

Copies printed: 3,541 in 1903
4,075 in 1904
4,300 in 1905.

Springfield, Loyal American, monthly:

Copies printed: 29,000 average issue in 1905.

Sterling, Evening Gazette, daily and semi-weekly:

For the year 1903 both the daily and the semi-weekly editions of this paper seemed to assert that they had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. They have not since made any renewal of the claim.

Sterling, Standard, evening and semi-weekly:

For the year 1903 the daily edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

The semi-weekly has on three occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Sterling, Rural Life, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Sterling, Rathbone Messenger, monthly:

Copies printed: This paper had credit for an average issue of 2,614 in 1903, since which it has not furnished any definite and satisfactory report, but was credited with more than 2,250 every year since, up to and including 1905.

Streator, Free Press, evening and weekly:

Copies printed: No definite and satisfactory statement has ever been secured from either edition of this paper, but each had credit for exceeding 1,000 since 1900, up to and including 1905.

Streator, Independent Times, evening:

Copies printed: This paper had credit for an average issue of 1,536 in 1902 and 1,969 in 1904, since which it has not furnished a definite and satisfactory report, but was credited with more than 1,000 in 1905.

Streator, Monitor, evening and weekly:

Copies printed: For the year 1903 both the daily and the weekly editions of this paper seemed to assert that they had an average issue exceeding 1,000 copies, but each failed to furnish such definite information as would warrant the accordance of a rating to that effect. Neither has since made any renewal of the claim.

Streator, Trades and Labor Gazette, weekly:

This paper had credit for an average issue of 1,838 for the year 1903, but has not since made claim to issuing so many as 1,000 copies.

Sullivan, Moultrie Co. News, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Sullivan, Saturday Herald, weekly:

Copies printed: This paper had credit for an average issue of 1,106 in 1895 and 1,560 in 1901, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Sumner, Press, weekly:

Copies printed: 1,057 in 1903
1,201 in 1904
1,223 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Sycamore, True Republican, semi-weekly:

Copies printed: This paper had credit for an average issue of 1,216 in 1899 and 1,384 in 1903, since which it has not furnished any report, but was credited with more than 1,000 in 1904 and 1905.

Taylorville, Breeze, evening and weekly:

The weekly edition of this paper had credit for an average issue of 1,125 in 1902, since which time it has not furnished a definite and satisfactory report, but has been credited with printing more than 1,000 copies in 1903 and 1905.

Taylorville, Courier, evening; Christian Co. Courier, weekly:

The weekly edition of this paper had credit for issuing more than 1,000 copies regularly in the years 1896 and 1902, but has not since set up any claim for issuing so many.

Taylorville, School News and Practical Educator, monthly:

Copies printed: This paper had credit for an average issue of 16,622 in 1896 and 15,790 in 1903, since which it has not furnished any definite and satisfactory report, but was credited with more than 7,500 in 1904 and 1905.

Techny, Amerikanisches Missions Blatte, monthly:

Copies printed: 4,583 in 1902
8,917 in 1903
9,750 in 1904
12,500 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Toledo, Democrat, weekly:

Copies printed: 1,099 in 1902
1,188 in 1903
1,314 in 1904
1,403 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Toulon, Stark Co. News, weekly:

Copies printed: This paper had credit for an issue of 1,200 in 1895, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since 1899, up to and including 1905.

Toulon, Stark Co. Sentinel, weekly:

Copies printed: This paper had credit for an average issue of 1,071 for the year 1896, but has since made claim to issuing so many as 1,000 copies.

Tuscola, Journal-Republican, weekly:

Copies printed: This paper had credit for an average issue of 1,747 in 1899, since which, although it has not furnished any definite and satisfactory report, it has been credited with more than 2,250 every year since 1901, up to and including 1905.

Tuscola, Review, weekly:

Copies printed: This paper had credit for an issue of 1,500 in 1896 and 2,697 in 1904, since which, in the absence of any definite and satisfactory report, it was credited with more than 2,250 in 1905.

Urbana, Courier, morning and weekly:

Copies printed: For the year 1902 the daily edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

The weekly edition had credit for an issue of 2,500 in 1899, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Vandalia, Union, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Vienna, Democrat, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Vienna, Times, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 1,000 in 1903 and 1905.

Virginia, Enquirer, weekly:

For the year 1899 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Virginia, Gazette, weekly:

Copies printed: 1,028 in 1903
1,023 in 1904
1,026 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Warren, Sentinel-Leader, weekly:

Copies printed: This paper had credit for an average issue of 1,215 in 1899 and 1,713 in 1904, since which it has not furnished a report, but was credited with more than 1,000 in 1905.

Washington, Post, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 1,000 in 1903 and 1905.

Waterloo, Republican, weekly:

Copies printed: 1,014 in 1897
 1,336 in 1900
 1,364 in 1902
 1,436 in 1903
 1,470 in 1904
 1,505 in 1905

This paper is entitled to place on the **PRINTERS' INK** Roll of Honor.

Waterloo, Times, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it was given credit for exceeding 1,000 in 1905.

Watseka, Iroquois Co. Times-Democrat, weekly:

Copies printed: For the year 1900 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Watseka, Republican, weekly:

Copies printed: This paper had credit for an average issue of 1,624 in 1897 and 1,764 in 1901, since which it has not furnished any report, but has been credited with more than 1,000 every year since, up to and including 1905.

Waukegan, Gazette, evening and semi-weekly:

Copies printed: The daily edition of this paper had credit for issuing more than 1,000 copies regularly in the years 1896 and 1898, but has not since set up any claim for issuing so many.

The semi-weekly had credit for an average issue of 2,343 for the year 1896, but has not since made claim to issuing so many as 1,000 copies.

Waukegan, Sun, evening; Weekly Sun and Lake Co. Patriot:

Copies printed: The daily edition of this paper had credit for an average issue of 1,157 in 1898, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since 1903, up to and including 1905.

The weekly had credit for an average issue of 1,368 for the year 1898, but has not since made claim to issuing so many as 1,000 copies.

West Chicago, Du Page Co. Democrat, weekly:

Copies printed: This paper had credit for an average issue of 1,248 in 1902, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Whitehall, Register, weekly:

Copies printed: This paper had credit for issuing more than 1,000 copies regularly in the year 1898, but has not since set up any claim for issuing so many.

Winchester, Times, weekly:

Copies printed: This paper had credit for an issue of 1,150 in 1900, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Woodhull, Dispatch, weekly:

Copies printed: This paper had credit for an average issue of 1,111 for the year 1898, but has not since made claim to issuing so many as 1,000 copies.

Woodstock, McHenry Co. Republican, weekly:

Copies printed: This paper has on two occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Woodhull, Sentinel, weekly:

Copies printed: This paper had credit for an average issue of 1,440 in 1897 and 1,519 in 1902, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Yorkville, Kendall Co. Record, weekly:

Copies printed: 1,858 in 1903
 1,875 in 1904
 1,880 in 1905

The publisher of this paper makes the remarkable statement, year after year, that he issues a uniform number of every issue, and, consequently, the output for each week is the same as the average output for the year.

Zion City, Zion Banner, weekly:

Copies printed: This paper had credit for an average issue of 3,992 in 1902 and 7,881 in 1904, since which it has not furnished a report, but was credited with more than 4,000 in 1905.

It is not supposed that any Illinois paper, outside of Chicago, not named in the list printed above makes any claim, or has during the past seventeen years made any claim, to issuing regularly as many as 1,000 copies.